REPORT ON ACADEMIC FOUNDATIONS ASSESSMENT

FALL 2008
GEB 1011
(INTRODUCTION TO BUSINESS)

SUBMITTED TO:
Dr. Ed Ranelli
Dean, College of Business

By:
Arup Mukherjee
Chairman, Management/ MIS

September 24, 2008
MEMO
September 24, 2008

TO: Ed Ranelli, Dean
    College of Business

FROM: Arup Mukherjee, Chairman
      Management and MIS

SUBJECT: Assessment in GEB 1011

Assessment of student learning goal pertaining to Ethics was conducted in Fall 2008 in one section of GEB 1011. The attachments to this memo include a summary report on student performance, major problems (if any) identified in this area and recommendations about actions that may be taken to improve/sustain student performance.
Name of Program: General Studies Program  
Assessment of Academic Foundations  
Summary report on Student Performance

A] Learning Goal
Demonstrate knowledge of key concepts and theories pertaining to Business Ethics.

B] Measurement & Reporting
All students in one section of the GEB 1011 course took a bonus quiz on ethics. The quiz had a total of 20 multiple choice questions and tested student knowledge of concepts and theories pertaining to ethics. An average percentage score over the 20 questions was computed and reported to the Chair of the Management/ MIS department. The summary report on student performance is shown below along with instructor observations.

C] Summary Report on Student Performance:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Unacceptable</th>
<th>Acceptable</th>
<th>Exemplary</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>2</td>
<td>13</td>
<td>11</td>
<td>26</td>
</tr>
<tr>
<td>%</td>
<td>8%</td>
<td>50%</td>
<td>42%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: A score of 90% or higher was considered to be Exemplary performance; Scores of 74% to 89.9% were considered to be Acceptable performance; Scores lower than 74% were considered to be Unacceptable performance.

D] Observations and Action Recommended:

1. This semester’s performance continued to be at a high level as was the case in Fall 2007. Only 8% of students performed at an unacceptable level. The instructor believes that the practice of conducting the bonus assessment quiz within two weeks of covering the material in class was a major factor contributing to this continued strong performance.
2. The instructor recommends that this practice be continued in future semesters.