CALIFORNIA STATE UNIVERSITY
EAST BAY

College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Use of Technology
Spring 2016

BSBA
PLO 2; LO2B

BSBA Learning Goal 2: Students who graduate will be effective data driven decision makers.

Learning Objective:
LO2B: Students who graduate will apply technology to analyze business problems.

Assessed Term: Spring 2016

Mapped Course: ITM 3060 Online

Curriculum Alignment:
ITM 3060: Information Technology Management (4 units) is a core course for all students enrolled in the BSBA program. The course consists of effective and efficient uses of computers in business as a problem solving tool. Topics include computer systems components, systems analysis, database management systems, telecommunications, productivity tools, and mini-projects related to computer-based solutions to business problems. Prerequisites include PC Software Proficiency satisfied.

Participating Faculty: 1 faculty member

Methods and Procedures:
Use of technology was assessed using an assignment designed around the use of programs Excel and/or Access. The individual artifacts selected and used in the sample were determined through random selection, in order to prevent contaminating data through self-selection. Random selection will allow for a more accurate representation of the average student's proficiency levels on particular learning objectives. Random sampling also allows assessment personnel to reinforce the differences between grading an assignment and assessing proficiency levels of a particular skill.

Assessment Measurement Tool Used:
Faculty agreed to use the externally modified Use of Technology rubric to assess assignments. The faculty were informed of opportunities to modify and adjust the rubric to better fit CBE's program as recognized.

Status of Assessment: Completed.

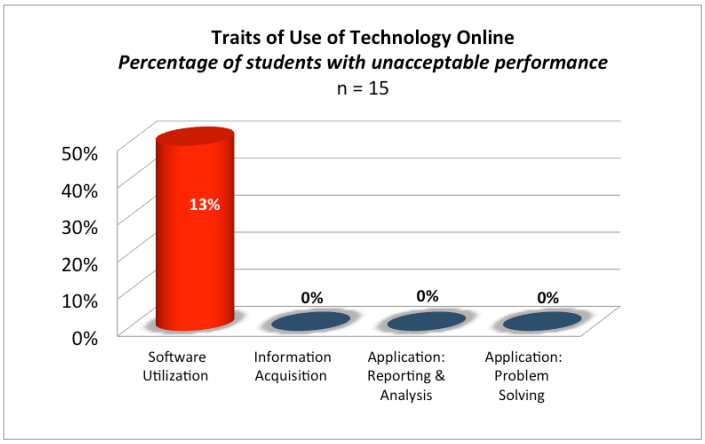
Performance Targets:
- 70% of students will meet or exceed expectations.
- Less than 10% of students will score "1" (below) on any "trait" in the rubric.

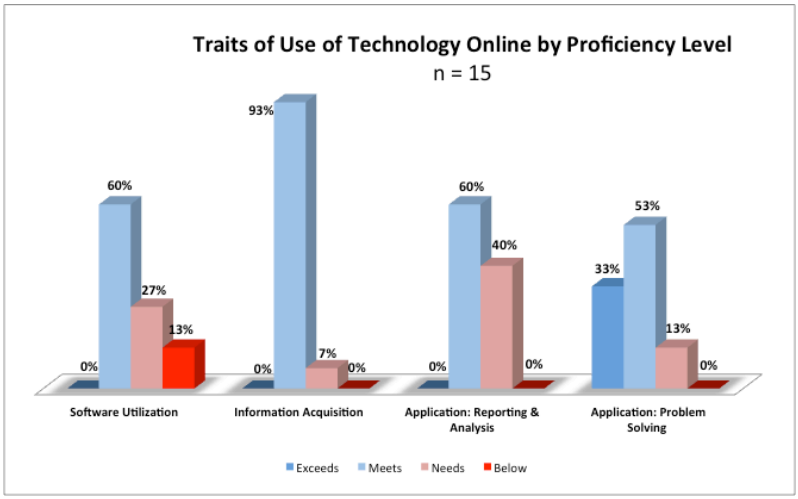
Data Summary & Analysis:

There are two targets set for this skill, (1) 70% of students will meet or exceed expectations; and (2) less than 10% of students will score "1" (below expectations) on any "trait" in the rubric. Overall, 75% of students met expectations on the learning objective.

	Trait 1	Trait 2	Trait 3	Trait 4
Meets Expectations	60%	93%	60%	87%
Does Not Meet Expectations	40%	7%	40%	13%
Total	100%	100%	100%	100%
Overall Score	**75%**			

Our second benchmark involves the individual components (aka "traits") by which quantitative literacy is to be measured. These traits are outlined according to proficiency levels stated on the faculty-selected rubric used in the actual assessment. This second benchmark states that less than 10 percent of our students would score "below expectations" on any given trait. Results show more than 10 percent of students received a "below expectations" score on one specific trait, which is Trait #1: Software Utilization.





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