

Yearly Assessment Report Plan for Academic Year 2007-2008

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Mission

Designed for the working woman who wants to empower herself through education, the mission of the Business Leadership (BLD) Program is to provide an academically rigorous business education and a supportive community of leadership practice.

Purpose

The purpose of the BLD Program is to assist women in building on already-acquired knowledge, experience, and self-discipline. We are committed to working in partnership with other College of Saint Mary entities to ensure that students attain competencies and confidence necessary to:

1. Explore problem-solving and risk-taking as part of the learning process
2. Appreciate diverse characteristics and contributions
3. Practice critical and creative thinking
4. Refine practical skills through community outreach and consultation
5. Achieve personal and professional growth
6. Recognize their own worth, dignity, and leadership potential
7. Succeed and contribute responsibly in a dynamic global society

Goals and Objectives

Goal 1: BLD Program will work more closely with Admissions staff to enhance program marketability and increase recruitment, while maintaining the academic rigor for which it is known.

Objective 1A: BLD Program schedule will be slightly revised to better match fall semester preparations (student orientations, competency testing, etc.) and start date.

Objective 1B: BLD promotional powerpoint and webpage will be continuously updated and re-designed to accurately reflect the new format and to include photographs of BLD students and classroom activities in order to increase marketability and student retention.

Objective 1C: The *BLD Connection*, an electronic newsletter, will be disseminated approximately once each semester—to the following audiences for the following purposes:

Goal 2: Each BLD student cohort will understand and reflect the tenets of a community of practice (CoP).

Objective 2A: BLD graduates will demonstrate the ability to work as members of a team to solve problems and make decisions in a collaborative learning environment.

Objective 2B: BLD graduates will demonstrate the ability to contribute to a learning community and community of practice.

Objective 2C: New BLD students will have formal and informal opportunities for communication with the completing cohort, as well as BLD graduates, in order to instill a sense of belonging to the program.

Objective 2D: BLD students will be aware of campus-wide activities and events in order to instill a sense of belonging to the College.

Objective 2E: BLD students will represent the program by participating in a minimum of one metro area professional activity or event per year in order to enhance their knowledge of business leadership content and issues, as well as build their social capital. (This participation will be in addition to their regular memberships and participation.)

Objective 2F: BLD faculty will begin to work as a professional community of practice in order to support the students' community of practice.

Objective 2G: One-hundred percent of BLD graduates will attend the formal BLD Graduation, which will give them an opportunity to showcase their final projects and give families an opportunity to feel included in the program.

Goal 3: BLD graduates will demonstrate mastery of the current principles of business leadership as introduced in the four one-semester components.

Objective 3A: Curriculum will be reviewed annually in order to identify necessary changes, enhancements, and updates.

Objective 3B: Appropriate tools will be reviewed in order to best assess the principles of business leadership.

Objective 3C: BLD Graduates will demonstrate the ability to consult successfully with a business client in order to conduct primary research and develop recommendations that can assist the client in achieving business goals.

Objective 3D: Connections to potential career development options will be developed in order to provide BLD graduates with an array of appropriate employment opportunities.

Objective 3E: Progression of CSM Bachelor of Business Leadership graduates into master's programs (internal and external) will be monitored, in order to ensure that students continue to be prepared for graduate success.

Goal 4: BLD graduates will demonstrate the ability to organize and present information, research findings, and professional opinions in written and oral communication formats.

Objective 4A: BLD students will be introduced to the APA academic writing format and will utilize it from the beginning of the program in order to be well-prepared when writing their action research proposals and final reports, as well as developing their business plans.

Objective 4B: BLD students will be introduced to basic tenets of writing a research paper (including elements of the action research format) in order to effectively examine important issues and report/discuss research findings.

Objective 4C: BLD students will be introduced to methods of constructing informative and persuasive oral messages in order to effectively present information and ideas.

Objective 4D: BLD Graduates will demonstrate ability to design and implement a basic research project, including data collection or information gathering, analysis, reporting, and discussion of findings.

Objective 4E: BLD students will have a minimum of two required formal rehearsals with coaching for their final presentations, in order that they will be successful in making their final presentations during Business Leadership graduation and leave the program with confidence and competence to present in the workplace.

Goal 5: BLD graduates will demonstrate the ability to utilize technology in enhancing learning and communications.

Objective 5A: BLD students will be asked to develop a brief and basic powerpoint presentation early in Module I in order to assess their technology needs in preparation for BIS 101. Module I instructors will assess basic technology needs, making notes for the BIS 101 instructor.

Objective 5B: BLD students will be introduced to principles of digital photography and video clips in order that they make relevant use in enhancing their class presentations.

Objective 5C: BLD students will be introduced to the podcasting concept via the BLD podcast published to iTunes, in order that they might become familiar with alternative learning resources.

Objective 5D: BLD students will be encouraged to utilize available classroom technology in order to build their confidence and competence back in their workplaces.

Objective 5E: BLD students will receive continual feedback and have access to faculty who can assist in developing visual support/ multimedia for final presentations in order that those are of optimal quality.

Objective 5F: BLD students will be encouraged to access individual activity grades via CSM's new Self-Serve resource.

Goal 6: BLD graduates will demonstrate ability to use critical and creative thinking skills.

Objective 6A: The step-by-step article review guidelines (Appendix A) has been further developed and introduced to students in order that they might become familiar with the elements of an academic research article.

Objective 6B: Case studies, including new alternative formats, will be utilized in order to give students an opportunity to scrutinize sets of facts, providing their analysis and recommendations regarding a variety of scenarios.

Objective 6C: At least one creative project allowing students to apply critical thinking skills will be included in 75% of the module segments. The BLD Program Director and faculty will brainstorm infusion of critical and creative thinking skills into possible projects, in order to optimize students' strategies and experiences.

Objective 6D: Instructors will be encouraged to include items requiring critical and creative thinking on examinations and assessments, in order that students have high value opportunities to utilize these skills.

Objective 6E: Eighty percent of rubrics for speeches and written reports will

include a component relating to critical and creative thinking in order that students are encouraged to implement these skills.

Assessment Matrix

| Goals | Recruit/ Retain | Article Reviews | Case Studies | Applied Projects | Exams | Speeches | Re- search Papers | Re- search Project and Report |
|--|--------------------|--------------------|-----------------|---------------------|-------|----------|-------------------------|---|
| 1- Revitalize Program | X | X | X | X | X | X | X | X |
| 2- Comm. Of Practice | X | | | X | | X | | X |
| 3- Business Leadership Principles | | X | X | X | X | X | X | X |
| 4- Com- munication | | X | X | X | | X | | X |
| 5- Use Technology | | | | X | | X | | X |
| 6- Critical & Creative Thinking | | X | X | X | X | X | X | X |