

# Assurance of Learning = Assessment

COLLEGE OF BUSINESS ADMINISTRATION ~ ASSESSMENT NEWS ~ SPRING 2013



1. What should students know when we're finished with them? *Student Learning Outcomes (SLOs)*
2. How do we know if they know it? *(Measurement & Data Collection)*
3. So, do they know it or not? *(Results)*
4. Now what do we do? *(Making improvements to enhance learning/Closing the Loop)*

## WE NAILED IT . . .

That's what the AACSB Maintenance of Accreditation team reportedly had to say about the CBA's Assurance of Learning efforts. Nice to know all our hard work paid off – even though AACSB recognition of our awesome AOL system is only the second most important reason that we do what we do. Serving our students through assuring that our programs allow them to learn, the most important reason of course!

## RUBRICS ARE THE WAY

More and more CBA faculty report using rubrics to set expectations for their students and then to grade student assignments. More and more of our students have come to expect grading rubrics when an assignment is made. Haven't discovered the joys of simplified grading through the use of a rubric? Visit the CBA Assessment page for a short primer.

## THE 2013 MAPPING INITIATIVE

Last year the CBA participated in an initiative to map our courses to college-level programs and to our specialized Masters' programs. Through the effort we were able to discover holes in our curriculum. The mapping initiative continues this year as departments this spring map their courses to the student learning outcomes for their majors.

## TOASTMASTERS' HAS ARRIVED!

Approximately 50 students including both BSBAs and MBAs are the pilot CBA Toastmasters' class during Spring term 2013. The Toastmasters' program provides an excellent loop closing activity tied to the oral communication skills goals that exist in the CBA at both the undergraduate and graduate levels. It is expected that the program will be rolled out to larger numbers of students in the coming academic year.

## NEW PROGRAMS ON THE WAY

Both the BSBA and MBA programs are on the move! In response to assessment findings and valuable benchmarking studies, proposals for improvements that will enhance student learning in both programs are working their ways through the governance process.

## RAISING STUDENT AWARENESS

Please contribute to the CBA campaign to raise our students' awareness of assurance of learning! You can do that by posting programmatic goals on your syllabus, talking about how your course contributes to those programmatic goals, and explaining to your students why assurance of learning is important.



SAN DIEGO STATE  
UNIVERSITY

College of Business Administration

## PROGRAM ASSURANCE COMMITTEE

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Continuous Improvement Through Assessment