**Kathy Krentler**

**Andy Baker**

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**Gary Grudnitski**

**Januj Juneja**

**Xialu (Charlotte) Liu**

**Patricia van Damme**

**Nik Varaiya**

**John Putman**

**Mujtaba Ahsan**

**Congcong Zheng**

Program Assessment Committee

(PAC)

**AACSB Continuous Improvement Review is here, are you prepared?**

Here are the basics of what EVERY FCB faculty member needs to know about assessment as our AACSB Peer Review Team (PRT) arrives (January 28-30) on campus for our Continuous Improvement Review.

* We do program assessment on 3 college-level programs (BSBA, MBA, EMBA). We also assess two specialized masters programs (MSA, MSIS), the BA International Business program and individual undergraduate majors within our five departments.
* Each program has a set of Program Learning Goals (PLG) and Degree Learning Outcomes (DLO). Assessment measurement is done at the DLO level. All DLOs for each program are assessed a minimum of twice over a five-year period.
* BSBA Learning Goals are Communication (Written & Oral), Critical Thinking, Ethical Reasoning, Global Perspective, and Essential Business Knowledge. Our most recent assessment of DLOs related to each of these goals found us meeting our benchmarks for all but Global Perspective. We have “closed the loop” with Global Perspective by introducing BA 310 (Foundations of Business in a Global Enviroment), a required core course.
* MBA Learning Goals are Theoretical Concepts & Managerial Skills and Formulation and Communication of strategies to solve business problems. Our most recent assessments of the DLOs related to these goals found us meeting our benchmarks for all but concepts and skills in the disciplines of Business Economics, Marketing, and Finance. We have “closed the loop” in these areas by adding a course pre-requisite for Finance and introducing a problem based learning initiative to the MBA program that addresses all areas where learning was found to be below benchmarks.

**PLEASE** be familiar with the above points *just in case* you get asked by a PRT member during our visit. Staring blankly at the floor and mumbling that the visitor should “go see Kathy Krentler” IS NOT going to get us the outcome we all hope for.

* Additional assessment information can be found at the FCB assessment website (<https://business.sdsu.edu/assessment>). You can also check with a PAC member.

**The Assessment Process *(Yes, you should know this too!)***

1. **So, do they know it? *(Findings)***
2. **Now what do we do? *(Making improvements/Loop Closing)***
3. **What should students know when we’re finished with them? *(Establishing learning outcomes)***
4. **How do we know if they know it? *(Measurement & Data Collection)***

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