**General Management Major**

**Academic Assessment Plan**

**February 6, 2008**

**1. Citation of appropriate goals from Oakland University’s Mission Statement.**

“Oakland University offers instructional programs of high quality that lead to degrees at the baccalaureate level.”

“…the University seeks to facilitate the development of personal skills that will contribute to informed decision making and productive citizenship”

"Oakland University provides rigorous educational programs"

**2. Specification of academic unit goals that flow from each of the cited University goals:**

a. The General Management Major enables students to acquire a general understanding of business principles and concepts in accounting, economics, finance, organizational behavior, human resource management, marketing, management information systems and production operations management.

b. Graduates of the Major will be able to effectively communicate in written form.

**3. Operationalization of General Management Major goals into objectives for student learning:**

a. Students will have knowledge of and correctly apply business principles and concepts in accounting, economics, finance, organizational behavior, human resource management, marketing, management information systems and production operations management.

b. Students will be able to effectively communicate in written form.

**4. Description of the methods by which progress toward operationalized unit goals will be measured.**

The General Management Major will use a locally-developed standardized test as a direct measure to assess the knowledge that students have acquired in accounting, economics, finance, organizational behavior, human resource management, marketing, management information systems and production operations management. The test will also assess their ability to apply this knowledge. The test will be administered as a part of the final exam in the SBA’s capstone course (MGT 435).

The General Management Major will also use a written analysis of actual company or industry situation in MGT 435 to directly assess written communication skills.

The General Management Major will also use a survey to ascertain the students’ feelings about if the program has been successful in accomplishing its stated goals. This will be administered out of the SBA’s advising office when the students’ complete their application for graduation.

**5. List the individuals who have primary responsibility for administering assessment activities.**

The General Management Major Assessment Committee (2007 – 2010): Fred Hoffman (Special Instructor of Legal Studies), Joy Jiang (Assistant Professor of Management), Cynthia Miree-Coppin (Associate Professor of Management) and Mark Simon (Associate Professor of Management).

**6. Describe the procedures used in your academic unit for translating assessment results into program changes.**

The results of the assessment activities and a list of recommendations will be presented to the Department of Management faculty, the Undergraduate Academic Advisor and the SBA Learning Assurance Committee. The committee will receive feedback from these groups and then propose changes to the Undergraduate Curriculum Committee, SBA Executive Committee and the SBA Assembly as necessary for approval.