

Business Information & Technology

Major Improvement Implementation Report, Spring 2016

Three of the learning outcomes for the BBA degree are integral to BIT majors in the Fogelman College of Business and Economics. Faculty in the Department of BIT support the learning outcomes and related objectives specific to the learning that takes place in the BIT major. Faculty created and understand the rubrics for measuring the traits included in these outcomes. The rubrics were then used to provide direct measures of assessment in courses that faculty felt were appropriate for measuring the degree that the benchmark for the learning outcome has been met. Data were gathered and analyzed. Data were then placed into a pie chart format to allow analysis and viewing of the results of the Assessment of Learning process. The benchmark standard used by the College for each objective requires that 75 percent of students being assessed fall into the Exemplary category. Otherwise, one or more recommendations for improvement will be made and implemented relating to that objective. The following URL provides access to the rubric and data assessment results.

<http://www.fcbeassessment.net/UGMajorsAssessment.htm>

Based on a review of results from the Assessment of Learning process, the following improvements were implemented.

- 1. Describe the elements of an effective information systems analysis process.** A review of the results from the assessment process indicated that 59 percent of the students assessed for this objective fell into the Exemplary category while 35 fell into the Good category and 6 fell into the Fair category. Therefore, the department recommends the following improvements for instruction in this area.
 - The Department of BIT will place more emphasis on comprehension of process analysis using practical highlights of industry applications through class projects, with the ability to analyze the application of theory and descriptions to real world problems, in the following courses: MIS 3885 (IT Project Management), MIS 3775 (Database/Info Management), and MIS 3790 (Enterprise Architecture). Instructors of these courses will implement strategies to encourage students who struggle to master and employ basic analytical tools and also emphasize the power of the theory by relating it to more real-world issues and case study examples. Class projects and essay exam questions will be used to assess the outcomes of the increased emphasis on industry application of the frameworks, theories, and discussions shared.
- 2. Demonstrate a knowledge of the critical elements of information systems design, implementation and maintenance.** A review of the results from the assessment process suggested that the department was short of the desired learning outcome threshold, with 48 percent of students assessed for this objective being rated in the Exemplary category (52 percent in the Good category). Therefore, the Department of BIT makes the following recommendations for this area:
 - The Department of BIT will place more emphasis on the application of theory to industry practice and decision making in the following course: MIS 3775 (Database/Info Management). Instructors of this course will place more emphasis on augmenting current coursework with application discussions and assignments utilizing real-world technology and business scenarios. Special specific emphasis on how entity relationship diagrams represent business world elements of systems design, implementation and maintenance will be made. The courses will also include

more hands-on practical examples and exercises to encourage great knowledge and learning.

3. Explain and support the role of a successful information systems manager in an organization.

A review of the results from the assessment process indicated that 63 percent of the students assessed for this objective fell into the Exemplary category while 35 fell into the Good category and 2 fell into the Fair category. Therefore, the department recommends the following improvements for instruction in this area:

- The Department of BIT will improve students' ability to apply technology management theory to understand how business managers are successful in the following courses: MIS 3775 (Database/Info Management) and MIS 4800 (BIT Capstone class). Instructors of these courses will encourage weaker students to master and employ basic analytical and technical tools relevant to IT management theory and focus on relating this theory to more real-world issues and examples in problem solving. This will be measures through specific class project components and essay exam questions.