



# **Academic Assessment Plan**

**Adopted by**

**The Management, Marketing, Logistics, & Business Analytics Dept. Faculty:  
November 16, 2020**

Reviewed with curriculum changes by the Academic Assessment Committee: 3/5/21

Reviewed by the Faculty Senate as an information item: 3/5/21

## INTRODUCTION

**Purpose.** The purpose of this document is to provide a guide for assessing the overall academic effectiveness of the Graduate Certificate in Executive Leadership offered by the College of Business and Public Policy (CBPP). This document addresses the needs of accreditors, administrators, external stakeholders, students, and faculty. Accreditors set general standards including the requirement that actual results agree with the mission statements of the Department and the College. Administrators are accountable for program effectiveness and ensuring the program is delivering expected student learning outcomes (SLOs). The assessment of student learning outcomes is critical in order to certify the Graduate Certificate in Executive Leadership is meeting the expectations of external stakeholders (i.e., employers and business community) in relation to graduates and their professional skillsets. Students should receive a knowledge base from the graduate certificate, which can be applied to professions. The faculty is responsible pedagogically for the implementation, assessment, and analysis of the effectiveness and continued improvement of instruction.

**RELATIONSHIP TO THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS INTERNATIONAL (AACSB) STANDARDS AND TERMINOLOGY.** The Graduate Certificate in Executive Leadership is considered a “stackable microlearning credential” < ä | “stackableO

## **PROGRAM INTRODUCTION**

The Graduate Certificate in Executive Leadership addresses an unmet need for professional development for executive business leaders or aspiring leaders in Anchorage. The certificate focuses on developing the crucial leadership skills and core competencies for individuals to unlock innovation and growth, create energy, urgency, and drive results to lead and catalyze organization

## MEASURES

Goal/Objective	Course	Semester	Assessment Tool
<b>Goal 4</b> – Describe characteristics of leadership in settings at the organizational, team, and individual level			
<b>Objective 4.1</b> - Demonstrate knowledge of the roles of leaders and leadership styles in different business situations.	BA A632	Fall	Case Studies, Exams, Written Assignments, ePortfolios

## ASSESSMENT PROCESS



### Assessment Timetable

1. Faculty are contacted at the beginning of each semester and informed about the SLOs that will be assessed for the semester and completes provides information about the assignment and assessment tool.
2. Faculty Support collects artifacts and de-identify and select a 20-25% sample for assessment
3. The CBPP Assurance of Learning Committee will coordinate with the assistance of Faculty Support will compile and analyze collected data
4. The AoL Committee will discuss results with the instructor and if applicable, the CBPP Curriculum Committee

5. The AoL Committee and the instructor will make recommendations for the instructor to implement. This information will be shared with other stakeholders, e.g., chair, director of graduate programs, dean's office
6. The process will repeat for a second cycle and the loop will be closed after the second cycle. AACSB requires the assessment of SLOs twice in a five-year period and the loop closed once
7. The Director of Graduate Programs shall submit the Annual Academic Survey to the UAA Office of Academic Affairs (OAA) by June 15.

## Appendix A - Rubrics

### MBA LEARNING OUTCOME #4

#### Goal 4 -