

Academic Assessment Plan

Sam M. Walton College of Business

Master of Arts in Economics (MAEcon)

AACSB Assurance of Learning Cycle: 2011-2016

Program Goals and Learning Objectives

COMMUNICATION

Graduates of the MAEcon programs at the Sam M. Walton College of Business will be able to communicate effectively in professional situations.

Learning Objective 1 (Oral Communication): Students will be able to deliver professional quality presentations.

Learning Objective 2 (Written Communication): Students will show proficiency in writing and producing professional quality reports

CRITICAL THINKING/PROBLEM SOLVING

Graduates of the MAEcon programs at the Sam M. Walton College of Business will be able to provide economic analysis in support of policy recommendations.

Learning Objective 1 (CTPS): Students will employ appropriate quantitative and model-building techniques to answer economic questions.

TECHNICAL COMPETENCE (Discipline Knowledge)

Graduates of the MAEcon programs at the Sam M. Walton College of Business will be able to demonstrate competence in core economic knowledge.

Learning Objective 1 (Micro): Students will demonstrate proficiency in a breadth of microeconomic knowledge.

Learning Objective 2 (Macro): Students will demonstrate proficiency in a breadth of macroeconomic knowledge.

Process for Assessing each Student Learning Outcome

The Sam M. Walton College of Business' specialized accreditation through the Association to Advance Collegiate Schools of Business (AACSB) outlines the standards of Assurance of Learning (AOL) in a 5-year cycle. During each cycle, the curriculum is managed by direct-measure analysis of demonstrated student learning toward goals and objectives defined by the faculty of the program at the start of the cycle. Each objective must be measured *at least* twice during a given cycle. Analysis of assessment data occurs following each measurement.

Curricula changes must occur between measures and allow sufficient time for desired effect of curricular change to be detected in following measures.

The following plan of assessing the program's goals and objectives is set to accomplish these requirements within the college's current cycle of 2011-2016, with AACSB Continuous Program Improvement Review occurring in 2017.

Timeline for assessment and analysis

Written Comm:

Sp 2014 ECON 644V Research Paper

Sp 2015 ECON 644V Research Paper

Oral Comm:

Sp 2014 ECON 644V Research Presentation

Sp 2015 ECON 644V Research Presentation

CTPS:

Sp 2014 ECON 6623/6633 Research Project

Sp 2015 ECON 6623/6633 Research Project

TCDK (Micro):

Sp 2014 MAEcon Comprehensive Exam

Sp 2015 MAEcon Comprehensive Exam

TCDK (Macro):

Sp 2014 MAEcon Comprehensive Exam

Sp 2015 MAEcon Comprehensive Exam

Means of assessment and desired level of student achievement

All assessments are conducted using a sample of student artifacts in all sections of courses listed below, based on 20-25% of the previous AY's graduates, or a minimum of 20 artifacts. Due to the limited number of students in this program, this sample will usually result in 100% student evaluation. Standards of Measure are subject to revision during the cycle to provide an opportunity to increase the program's desired standard.

In addition to the direct measures of student learning below, all objectives and general curricular concerns are evaluated using in-direct methods via periodic faculty and student focus groups, boards, and committees.

Written Comm: Direct evaluation of student artifacts using Walton College Written Communication rubric conducted by the college's Writing Center staff, using a 3-rater process.

Standard of Measure: At least 80% of evaluations achieve a minimum level of 2 on the rubric for each criterion.

Oral Comm: Direct evaluation of student presentations (live or recorded) using the Walton College Oral Communication rubric.

Standard of Measure: At least 80% of evaluations achieve a minimum level of 2 on the rubric for each criterion.

CTPS: Direct evaluation of student artifacts using Walton College Critical Thinking and Problem Solving rubric.

Standard of Measure: At least 80% of evaluations achieve a minimum level of 2 on the rubric for each criterion.

TCDK: Analysis of topical groupings of comprehensive exam questions.

Standard of Measure: At least 80% of student responses to questions in a given topic group are correct.

Reporting of results

All objective analyses are reported in aggregate (no student or faculty identifiers) following the semester assessed. Reports are delivered to and discussed with the program director. The program director disseminates the reports for discussion with program faculty regarding curricular improvements needed.

The Dean of Walton College receives an annual report on the outcomes and curricular improvements resulting from assessment and periodic updates through committees regarding the overall status of the Assurance of Learning process.

At the end of each AACSB Continuous Program Improvement Review cycle, Assurance of Learning activities conducted and curricular management that occurred as a result of data during the cycle are comprehensively reported in the college's report to AACSB prior to peer review.

Prepared by: R. Wayne Jones
Director, Instructional Design
and Assurance of Learning