Walton College of Business AoL Assessment Report Instructions

Assurance of Learning is one of AACSB International accreditation standards. All degree programs have competencies which are assessed regularly. This document provides instructions to report assessment results for program's learning goals and objectives to meet AACSB assessment purposes. The report will be shared with department chairs, deans, and the MPC.

The report is expected to be submitted by the last day of each semester when the assessment is conducted. The following information should be captured on the report:
- Semester and Year:
- Degree Program (Certificate) Name:
- Course Name:
- Course Number:
- Faculty Name(s):
- Number of Students Participated in Assessment:
- Competency Assessed:
- Assessment Method: (i.e., rubrics, essay questions, portfolio, multiple-choice questions)
- Assessed Material (if using exam questions use a minimum of 5, 10 is preferred): (i.e., the actual questions assessed)
- Assessment Results: (see samples on next page—we expect at least 80% of students meet the assessment goals and objectives; report whether the result is above or below the assessment expectation)
- Improvement Activities, Suggestions and Plans **(if < 80% correct (see above) this is mandatory)**: (i.e., What did students do well? What did students do poorly? Did the results warrant changes that need to be made to improve student mastery of the learning goal? If so, please describe what changes will be made to the course in the future as a result of this exercise. Are there changes that need to be made to the assessment process itself (i.e. question content, rubrics, methods) in order to more accurately measure student learning? What have you done to improve student's learning? What's your plan or suggestion to improve student's learning in the future?)
- If possible, please send in a few copies of student's assessment responses (delete student's ID/name) along with the report for AACSB audit purposes. If not possible, please explain where they are located.
- **BSBA/BSBI TCDK** additional instructions: you must separately report the data for the online BSBA/BSBI and Honors.

Assurance of Learning Report

Semester & Year: Fall 2024	**Degree Program Name:** MS-SCMT
Course Name: Foundations for New Product Launch and Integrated Demand-Driven Value Networks	**Course Number**: SCMT 5633
Faculty Name: David Dobrzykowski	**Number of Students Assessed**: 12

Assessment Method:

I Supply Chain Knowledge 1a Inventory and 1b Forecasting = Exam

Question 1a. Inventory.

You are working as a product manager at 1-800-FLOWERS. Your manager has just approached you to develop recommendations for upcoming flower (inventory) orders to serve customers orders for Christmas in your sales region. You are responsible to develop inventory policies for two products; roses and lilies. Your company's marketing department has collected demand data from previous years' orders (provided below). You have also assembled information about the cost structure for each product. What is the optimal order quantity (Q^*) for each product (roses and lilies)? Explain why the optimal order quantity is different for each product.

Question 1b. Forecasting.

Please forecast ACO's sales for July and August using the simple regression output provided.

Please forecast ACO's sales for July and August using the arithmetic mean and the moving average approach (n=3).

Imagine the sales team came to you and suggested using the exponential smoothing method. What α value would you use to attempt to replicate the moving average results from question Your manager has asked you to make a recommendation tomorrow for the best forecasting approach to use for ACO. What would you suggest and why?

II Presentation and Communication = Project Presentation

Question: The purpose of this project/presentation is to provide students with an opportunity reflect on their experience with The Fresh Connection Simulation and think about how their individual decisions impacted the organization as a whole. Each VP should refer back to the decisions that they made throughout the simulation and consider the impact of those decisions. Each VP should include your thoughts into a group presentation. Groups should make a PowerPoint presentation to the class that spans about 15+ minutes.

Improvement Activities, Suggestions, Plans (required if results are below 80%, encourage all other times): Students largely met or exceeded expectations, particularly on the presentation and communication goal. For the SC Knowledge goals, while students performed well, I plan to implement a new online review and tutoring session.

<table>
<tr><td colspan="4"><div align="center">**Supply Chain Knowledge**</div>

80% or greater Meet or Exceed Expectations in Overall results</td></tr>
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	3 (exceeds)	2 (meets)	1 (does not meet)
1a Inventory modeling	8 (67%)	2 (17%)	2 (17%)
1b Forecasting	7 (58%)	3 (25%)	2 (17%)
Overall Supply Chain Knowledge	15 (63%)	5 (21%)	4 (17%)

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<tr><td colspan="4"><div align="center">**Presentation and Communication Skills**</div>

80% or greater Meet or Exceed Expectations in Overall results</td></tr>
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	3 (exceeds)	2 (meets)	1 (does not meet)
Content: Objectives/ Results	8 (67%)	4 (33%)	0
Organization	12 (100%)	0	0
Delivery	8 (67%)	4 (33%)	0
Visuals: Content	12 (100%)	0	0
Overall Presentation and Communication Goal	40 (83%)	8 (17%)	0