Successful Innovative Technological Efforts in Business
Department of Decision Sciences
BS - Business and Engineering

ASSESSMENT PLAN

Learning Goal: The ability to be successfully involved in an innovative effort in business.

The Business and Engineering curriculum enables the students to acquire a broad set of knowledge and skills in business, engineering, science, and math. In business, the students complete courses that provide them with a set of knowledge and skills that can be applied to innovation in new products or processes and/or the improvement of current processes or products. These include courses in operations management, operations research, statistics, finance, marketing, and entrepreneurship that are beyond the business core. Thus one of the learning goals for the Business and Engineering degree program is for students to demonstrate their ability to be successfully involved in an innovative technological effort in business.

Measurement: Business and Engineering students participate in College of Engineering Senior Design Project Teams. The result of this participation is the submission of a Business Plan and a Senior Design presentation.

Work completed for this Senior Design Project will be used to assess this learning goal.

Procedure:

Senior Design Project:
The assessment tool will be the Senior Design Project report but also may include the Senior Design Project presentation.

The whole learning assessment cycle will be initiated in the academic year of 2006-2007. At the beginning of each academic year, the faculty of the Department of Decision Sciences will (1) approve the assessment guidelines and rubric, (2) plan for the assessment to insure the assessments will be completed in a timely manner, and (3) plan for the report to be submitted to the college’s Academic Program Committee. The APC will insure the results are communicated to the faculty across the College.

Learning Objectives: The above-mentioned work from selected Business and Engineering students completing the College of Engineering Senior Design Project will be selected.

The learning objectives for the assessment are as follows:

I. Description & Analysis of Business Situation
II. Student Involvement in the Technical Level of Project
III. Proposed Marketing/Promotion Plan
IV. Proposed Financing Plan
V. Organization

**Action Plans:** After the results are communicated to the LeBow College community, an action plan will be developed each year so that continuing improvement of the students’ learning may be obtained. With the consultation of the instructors involved, the action plan will consist of, but not be limited to, changes in course content and delivery and other steps deemed necessary by the involved parties to improve the learning of our students.