

# Program Plan and Findings: Four Column Layout

## Program (SSB) - MGMT - Business Sustainability (GCRT) - 490

**Program Mission Statement:** Oklahoma State University's Spears School of Business exists to prepare people to make a difference in the world by teaching essential interpersonal skills alongside a high-quality business education backed by impactful research and outreach.

### Program Information

*2019 - 2020*

#### Program Information

**Assessment Coordinator's Name:** Jason Aamodt

**Assessment Coordinator's E-mail Address:** jason.aamodt@okstate.edu

**Number of Students Enrolled in the Program:** 2

**Total Number of Students Graduated:** 2

**Number of Student Graduates from Stillwater Campus:** 2

**Number of Student Graduates from Tulsa Campus:** 0

**Were university assessment funds used by the department/program for assessment activities?:** No

**If yes, describe how funds were used and the contribution the funds had on the assessment process:**

### Annual Executive Summaries

*2019 - 2020*

**Program Assessment Coordinator:** Jason Aamodt

#### Plan Review and Approval

**Date Current Plan Was Reviewed and Approved:** 09/13/2019

**Date of Future Plan Review and Approval:** 09/13/2024

#### Summary of Assessment Findings

**Describe overall assessment findings and faculty members' interpretation of the assessment results:** The assessment plan identifies three main learning goals: Goal 1: Knowledge and competency with issues of Sustainability; Goal 2: Sustainable decision-making; and Goal 3: Written Communication Skills.

Two classes, 5033 and 5083 were taught a total of 6 times in the two academic year period of 2019-2020 that is relevant to this assessment report. In both these years, the assessments prepared by the undersigned were designed to test these learning skills. Each course contained more than 10 exam questions focused on questions identified as relevant to evaluating knowledge of the sustainability system. In the Corporate and Social Responsibility (CSR) Course, 5083, students were asked to evaluate real

companies' CSR programs. The CSR Course additionally required the submission of two 15-page papers based on original first person research, as well as secondary research.

In total 17 students completed the two courses. Of them, 15 received grades indicating they mastered the subject matter. Universally, students exhibited comprehensive knowledge in the areas identified. Students also rose to and exceeded the challenge concerning critical evaluation of CSR programs, and performed admirably in two significant writing projects.

**Dissemination of Findings**

**Describe the individual(s) or committee responsible for reviewing and interpreting assessment data:** Carol Johnson

**Describe the process for sharing and discussing assessment findings with program faculty:** The assessment plan was approved by Dean Johnson, and the data collected and prepared in this report by Jason Aamodt.

**Program Improvements Based on Assessment**

**Based on data collected this year, what changes are being considered or planned for the program?:** The methods of evaluation can be more discerning at the graduate level. These courses are taught in combination with their undergraduate courses, and the graduate students performed well, but the evaluation did not appear to provide for significant differentiation between student performance.

**Based on this year's findings, what (if any) changes are planned for the assessment process?:** More difficult assessment protocols will be developed for the graduate level (5033 and 5083) courses.

**Describe the process for implementing these changes/planned program improvements:** The professor teaching these courses will increase the rigor of the questions and the final writing evaluation to provide a greater differentiation between student results.

**Program Improvements Made in the Last Year:** Increased Rigor

**"Other" Improvements:**

**Goals for the Coming Year:** To revise the final exams in both courses to include additional and more rigorous bases for evaluating graduate students.

**Is this Summary Report Complete?:** Yes

**List all individuals associated with this report preparation:** Jason Aamodt

<i>Outcomes</i>	<i>Assessment Methods</i>	<i>Findings</i>	<i>Use of Findings (Actions)</i>
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**Sustainable Strategic Decision**

**Making** - This goal anticipates that students will be able to:

- Understand the basic national and international framework of sustainability issues;
- Differentiate between Sustainable Development as an International Goal, and Sustainability as a business prospect
- Identify when sustainability issues may exist in the business dynamic;
- Identify stakeholders and potential consequences to the stakeholders relating to sustainability,

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
<p>particularly with an eye towards supply chain issues;</p> <ul style="list-style-type: none"> <li>Understand Corporate Social Responsibility and its purposes;</li> <li>Differentiate greenwashing;</li> </ul> <p>and</p> <ul style="list-style-type: none"> <li>Be able to evaluate the veracity and efficacy of business sustainability systems.</li> </ul> <p><b>Outcome Status:</b> Active  <b>Planned Assessment Year:</b> 2019 - 2020  <b>Start Date:</b> 09/13/2019  <b>Archived Date:</b>  <b>Outcome Type:</b> Knowledge  <b>Reason for Archival:</b></p>			
<p><b>Written Communication Skills</b> - To determine whether students can communicate clearly, in writing, at a graduate level.</p> <p><b>Outcome Status:</b> Active  <b>Planned Assessment Year:</b> 2019 - 2020  <b>Start Date:</b> 09/13/2019  <b>Archived Date:</b>  <b>Outcome Type:</b> Skills  <b>Reason for Archival:</b></p>	<p><b>General Outcome Observations</b></p>	<p><b>Reporting Period:</b> 2019 - 2020  <b>Conclusion:</b> 3 - Meets Program Expectations (Proficient)  All graduate students performed above a B average on this assignment. (09/11/2020)  <b>Number of Students Assessed:</b> 17  <b>Number of Successful Students:</b> 17  <b>How were students selected to participate in the assessment of this outcome?:</b> They were the students in the in-person course 5083 at the Tulsa campus.  <b>What do the findings suggest about student achievement of this learning outcome?:</b> They suggest students are mastering written communication and research, but that the project could be increased in difficulty to facilitate greater differentiation.</p>	
	<p><b>Analysis of Written Artifacts</b> - Two 15 page papers based on original research are required in course 5083.  <b>* Learning Outcome</b>  <b>Goal/Benchmark:</b> Whether 80% of the students achieve a grade of B or higher on their writing projects.  <b>Timeline for Assessment:</b> Each year.  <b>Other Assessment Type:</b></p>		

*Outcomes*

*Assessment Methods*

*Findings*

*Use of Findings (Actions)*