Understanding & Communicating Business Program Outcomes through Visualization and Mapping

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This session will share the process of developing a fully integrated assessment framework and model for a business curriculum. The foundational aspects of this model are the development of layered outcomes that occur at each level of the curriculum and to linking the courses together to insure building blocks that are progressive. This building process allows for deep learning in the business curriculum and a sound assessment process. The framework we are developing not only mesures this integrated nature but also allows for assessment that is both summative and formative. We also look at the differring aspects of curriculum application through a knowledge building, application of knowledge and transferability of knowledge to new contexts. We have based our assessment modle on the learn centered approach described in the text by the same name by Cullen, Harris & Hill. This model helped us build a learner-centered curriculum that seeks feedback on the three levels of knowledge building – know, do, transfer – to provide a layered approach to assessment. The model allows for qualitative data and quantitative data to assess outcomes at multiple levels. In addition the data collection process has been developed to allow for visulaizaiton of the data to effectively communicate results to various audiences. This communication allows for departmental feedback, program assessment and reporting to interested constituencies. Individuals attending this session will have a better understanding how to develop an assessment plan, implement it and communicate outcomes to necessary audiences. This session would be beneficial for those who are in the early stages of developing an assessment plan or for those who need to revise their current plans. It is not limited to business programs as the model should have application in other departments and types of institutions.