

**Operations Management
OIT Assessment Report
2007-2008**

I. Program History

History

OIT originally offered an Industrial Management degree, this degree evolved in the mid 1990s into an Industrial Engineering degree which was accredited by ABET. OIT hoped to increase enrollment with these changes. Enrollment, however, dropped dramatically as students were not interested in an engineering emphasis. In 2002 the curriculum was revised, the ABET accreditation was dropped, and the degree name was changed to Operations Management. Today, the Operations Management program is transfer friendly preparing students for leadership positions in the production and service industries. This degree option is offered in Klamath Falls and Portland.

Enrollment

In 2002, 34 students were enrolled in the Operations Management degree. Since 2002, enrollment has declined. As of 2006, 29 students were enrolled representing a decline of 15%. Enrollment ranged from 43 students in 2005 to 29 students in 2006.

Retention

In the fall 2006 cohort of first-time freshmen, no students declared Operations Management as their major in their first term of enrollment. For full-time new transfers (fall 2002 through fall 2005 cohorts), 11 students declared Operations Management as their major in their first term of enrollment, 4 students continued in the major after one year, one student graduated after one year, and six students stopped out after one year.

Graduates

Eight degrees were awarded in the Operations Management degree in 2006-2007.

Employment

Of seven students receiving the Graduate Survey in 2006, two students reported full-time employment in a degree-related field, one student reported employment in a degree-unrelated field, and four students did not report. Average reported salary was \$45,000.

II. Program Purpose

The Management Department was awarded accreditation by the International Assembly for Collegiate Business Education (IACBE) at its 2008 national

conference. IACBE requires accredited institutions to annually assess nine core student learning outcomes. Throughout the 2007-2008 academic year, the Management Department has revisited and revised its student learning outcomes to meet IACBE requirements.

The Department also reviewed its department mission statement and developed program specific mission statements as required by the NWCCU accreditation guidelines. In addition, the Department developed educational objectives for each degree program and reviewed and revised its program-specific student learning outcomes.

Operations Management Mission Statement:

The Operations Management degree prepares students for leadership positions in the production and service industries.

Educational Objectives:

- (1) The Operations Management degree program prepares students for graduate school programs such as the MBA or the MIM.
- (2) The Operations Management degree program prepares students for supervisory positions in organizations, including for-profit organizations, non-profit organizations, and government organizations.
- (3) The Operations Management degree program prepares students for M.A.T. programs and future careers in high school education.

Student Learning Outcomes:

- Management graduates will demonstrate an understanding of the functional areas of accounting, marketing, finance, management, and economics.
- Management graduates will demonstrate an understanding of the legal and social environment of business.
- Management graduates will demonstrate an understanding of the global environment of business.
- Management graduates will demonstrate an understanding of the ethical obligations and responsibilities of business.
- Management graduates will demonstrate the ability to use business tools.
- Management graduates will demonstrate information literacy.
- Management graduates will demonstrate the ability to communicate effectively.
- Management graduates will demonstrate the ability to apply knowledge of business concepts and functions in an integrated manner.
- Management graduates will demonstrate the ability to work effectively in teams and/or groups.

- Operations Management graduates will demonstrate knowledge of LEAN scheduling.
- Operations Management graduates will demonstrate knowledge of supply chain management.

III. Assessment Cycle

Assessment schedule

IACBE requires all accredited institutions to complete a full assessment cycle for all IACBE core student learning outcomes on an annual basis. The Management Department's Outcomes Assessment Plan outlines annual assessment activities. The plan includes:

- Evidence of student learning goals
- Evidence of operational goals
- Student learning outcome measures (both direct and indirect)
- Assessment of basic skills development
- Assessment of personal development

The Department finalized its IACBE core student learning outcomes as well as its program-specific outcomes during the 2007-2008 academic year. The Department will assess all outcomes during the 2008-2009 academic year.

IV. 2007-2008 Assessment Activities

Fall 2007 Assessment Activities

The Operations Management program did not directly assess any student learning outcomes this quarter.

Winter 2008 Assessment Activities

The Management, Marketing Option assessed one student learning outcome: (1) Critical Thinking skills.

Winter 2008 Assessment Results:

Critical Thinking Skills

Students prepare a written project report and deliver an oral presentation of the project results. The oral report includes a question and answer session. The written report was the only activity assessed for critical thinking.

Findings:

- Not all of these projects were well suited to the critical thinking criteria presented in this rubric. In particular, it was hard to identify and comment on alternative perspectives when projects were more factually-based or were driven by data.

Action Plans:

- Perhaps we need a different exercise in which to assess the proficiency level in working with different perspectives.
- BUS 447 - controversial issues in management - would be a good class to assess this for small business students.
- IMGT 457 - cases in strategic management - would work for small business and operations management students.
- Maybe BUS 414 - marketing research - would work for the marketing majors.

Spring 2008 Assessment Activities

- Management faculty met to discuss the student learning outcomes identified for the Operations Management degree. In accordance with IACBE guidelines the Department reviewed its current student learning outcomes, ensuring that IACBE-specific outcomes are included. In addition, the Department reviewed program-specific outcomes for relevancy.
- Faculty need to identify an entry-, mid-, and exit-point in the curriculum for assessment of each student learning outcome.
- Faculty members in each program area developed performance criteria for each student learning outcome.

V. Student Learning Improvement Plan

During the 2007-2008 academic year, the Operations Management program assessed one student learning outcome.

Critical Thinking Skills

Strengths: Students demonstrated proficiency for all performance criteria: identify and explain a problem/question/issue; recognize stakeholders and contexts; frame personal responses and/or acknowledge other perspectives, evaluate assumptions, evaluate evidence, and evaluate implications, conclusions, and consequences.

Plans for improvement: Although students demonstrated proficiency, Management faculty believes there are other areas in the curriculum where critical thinking may be more appropriately assessed using OIT's rubric.