Department of Computer Information Systems and Technology

Detailed Assessment Report
2011-2012

Mission / Purpose
The mission of the Department of Computer Information Systems is to prepare students for entry-level programming and information processing positions in business and government. Graduate of the Computer Information Systems program also meet minimum academic requirements for admission to graduate studies programs in computer information systems.

I. Goals and Student Learning Outcomes/Objectives, with Related Measures, Targets, Findings, and Action Plans

A. Goal: Address the major educational issues of the region
Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive image of the institution and the area

1. Outcome: Students will demonstrate understanding of fundamental business principles and functions
Students will demonstrate understanding of the fundamental business principles and functions and the relationship of business organizations to individuals, government, and society.

a. Measure: Students will take the MFT
Students will take the Major Field Test (MFT) to demonstrate their understanding of fundamental business principles and functions.

1. Achievement Target:
75% of students will score 138 or higher on the MFT exam

2. Findings (2011-2012) - Target: Not Met
All graduating seniors (29) took the MFT during AY 2011-2012 with 41% scoring higher than the target level of 138 (37.5% fall, 46.2% spring) Fall 2011 135.6 Spring 2012 136.5 Summer 2012 All 2012 136.0 Stdev 7.34 Max 150 Min 125 >=138 12 p>138 0.41 n 29

3. Action Plan:
Continue to research MFT options
Continue to research method to motivate and improve student performance on MFT.
Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

2. Outcome: Students will demonstrate knowledge and skill appropriate to their chosen major
Students will demonstrate knowledge and skill appropriate to their chosen major.

a. Measure: Students will take the CIS Exit Exam
   Students will demonstrate acquired knowledge and skill by taking the CIS Exit Exam.
   
   1. Achievement Target:
      80% of CIS graduates will score 70% or better on the CIS Exit Exam.

   2. Findings (2011-2012) - Target: Not Met
      The CIS Exit exam was not administered.

b. Develop Industrial Technology exit exam
   Develop exit exam to assess learning outcomes of Industrial Technology program.
   
   Established in Cycle: 2011-2012
   Implementation Status: Planned
   Priority: High
   Responsible Person/Group: Technology Faculty

3. Outcome: Students will demonstrate the ability to express ideas through oral and written communication
   Students will demonstrate the ability to express ideas clearly, logically, and persuasively in oral and written communications.

   a. Measure: Students will receive rating of 3 or higher on papers and presentations
      Students will receive a rating of 3 or higher (0 to 4 scale) on papers and presentations in MG 370 Management Information Systems.

      1. Achievement Target:
         80% of students will earn a rating of 3 or higher (0 to 4 scale) on papers and presentations in MG 370, Management Information Systems. Rating is based on a rubric developed for the course.

      2. Findings (2011-2012) - Target: Met
         26 of 26 students successfully completed the assessment (100%) fall 2011
         23 of 24 students successfully completed the assessment (96%) spring 2012
3. Action Plan:
   Assessment rubric development
   COB departments will develop grading rubrics for papers, presentations, cases, and projects to improve assessment process.
   Established in Cycle: 2010-2011
   Implementation Status: In-Progress
   Priority: High
   Implementation Description: Each faculty will develop rubrics for papers, presentations, cases, and projects that student complete as part of the course requirement. Reports from each faculty member are required to identify successful completion rates and recommend changes for improvement
   Responsible Person/Group: Dr. Green, Dr. Bedford and COB faculty
   Additional Resources Requested: None

4. Outcome: Students will illustrate an understanding of leadership
   Students will illustrate an understanding of leadership styles, traits, and behaviors; demonstrate understanding of individual and group dynamics including team building and collaborative behaviors in the accomplishment of tasks.

   a. Measure: Students will earn a grade of C or better on team projects
      CIS students will earn a grade of C or better on group/team projects in CS 472 Database Management.

      1. Achievement Target:
         80% of students will receive a grade of C or better on team based database project.

      2. Findings (2011-2012) - Target: Not Met
         Team project was not assigned in this term due to conflicting schedules.

      3. Action Plan:
         Database Project
         Database project will be repositioned to begin earlier in the course and develop in stages.
         Established in Cycle: 2011-2012
         Implementation Status: In-Progress
         Priority: High
         Responsible Person/Group: Dr. Bedford

5. Outcome: Students will analyze legal and ethical issues
   Students will analyze legal and ethical issues; synthesize appropriate proposals for practical business solutions to ethical issues.

   a. Measure: C or better on written assignments in CS 310
      CIS students will receive a grade of C or better on written assignments in CS 310, Ethics in CIS.
1. **Achievement Target:**
   80% of CIS students will receive a grade of C or better on written assignments in CS 310, Ethics in CIS.

2. **Findings (2011-2012) - Target: Met**
   11 of 12 students successfully completed assessment (92%).

3. **Action Plan:**
   **Current issues**
   This was the first time students were required to investigate, discuss, and arrive at a consensus opinion on a current issue in CIS. This activity will continue until additional data can be collected.

   **Established in Cycle:** 2010-2011
   **Implementation Status:** In-Progress
   **Priority:** High
   **Implementation Description:** Continue to collect data
   **Responsible Person/Group:** Richard Day
   **Additional Resources Requested:** None

6. **Outcome:** Students will distinguish the components of business situations
   Students will distinguish the components of business situations; differentiate among alternative business solutions; critique causes and potential outcomes of selected options

   a. **Measure:** Grade of C or better on CAP-SIM project in CS480
      CIS students will receive a grade of C or better on the CAP-SIM project in CS 480, Systems Project (capstone).

      1. **Achievement Target:**
         80% of students will receive a grade of C or better on the CAP-SIM project in the capstone course (CS480)

      2. **Findings (2011-2012) - Target: Met**
         13 of 13 students successfully completed the assessment (100%). Instructor comments: Group performance improved. This year's performance nationally exceeded last year's performance.

7. **Outcome:** Students will analyze complex, unstructured qualitative and quantitative problems
   Students will analyze complex, unstructured qualitative and quantitative problems, using appropriate tools and technology.

   a. **Measure:** Score 3 or better on BA371 chapter cases
      Students will earn a rating of 3 or better (average) on chapter cases in BA371, Advanced Business Statistics.

      1. **Achievement Target:**
         80% of students will earn a rating of 3 or better on chapter cases in BA371.
2. **Findings (2011-2012) - Target: Partially Met**
   16 of 24 students (67%) scored higher than 70% on the comprehensive final exam. 24 of 24 students scored acceptable or higher on the chapter case studies.

3. **Action Plans:**
   a. **Strengthen coursework in BA 271 Intro to Business Stats**
      Develop curriculum map to strengthen the Intro to Business Stats course to include additional chapter cases.
      
      **Established in Cycle:** 2010-2011
      **Implementation Status:** Finished
      **Priority:** High
      **Projected Completion Date:** 08/12/2012
      **Responsible Person/Group:** Dr. Bedford Mr. Lawson
      **Additional Resources Requested:** None

   b. **Change Text**
      The course textbook will be changed beginning Fall 2012 that changes the focus to analysis of data instead of just the calculations of data. Hopefully, this will improve their analytical skills in multiple areas.
      
      **Established in Cycle:** 2011-2012
      **Implementation Status:** In-Progress
      **Priority:** High
      **Implementation Description:** New textbook for BA271 and BA371

8. **Outcome: Students demonstrate competency in the use of contemporary information technology**
   Students will demonstrate competency in the use of contemporary information technology in business decision making processes.
   
   a. **Measure: Grade of C or better in CS 480**
      In addition to satisfactory completion of the CAP-SIM project, 80% of CIS students will earn a grade of C or better in the CIS capstone course.
      
      1. **Achievement Target:**
         80% of CIS graduates will earn a grade of C or better in the CIS capstone course.
      
      2. **Findings (2011-2012) - Target: Met**
         No student scored less than 70% for the course.

9. **Outcome: Students demonstrate an understanding of differences in global and international business practices**
   Students will demonstrate an understanding of differences in global and international business practices; compare and contrast approaches to addressing the domestic and international environments in which business organizations operate.
   
   a. **Measure: Grade of C or better on country analyses in BA 450**
Students will earn a grade of C or better on country analyses in BA 450, International Business.

1. **Achievement Target:**
   80% of students will earn a grade of C or better on country analyses in BA 450, International Business

2. **Findings (2011-2012) - Target: Partially Met**
   92% (11 of 13) students earned a grade of C or better on the country analysis in fall 2011. 25% (4 of 16) students earned a grade of C or better on the country analysis in spring 2012. Overall, 52% of students earned a grade of C or better on the country analysis in BA450 for AY 2011-2012.

3. **Action Plan:**
   **Improve country analysis project**
   Continue to try to improve the country analysis projects.
   **Established in Cycle:** 2011-2012
   **Implementation Status:** In-Progress
   **Priority:** High
   **Responsible Person/Group:** Dr. Gregg

II. **Goals and Other Outcomes/Objectives, Related Measures, Targets, Findings, and Action Plans**

A. **Goal:** Address the major educational issues of the region
   Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive image of the institution and the area.

1. **Objective:** Provide students with quality programs and services
   The Department of Computer Information Systems and Technology will provide quality programs and services to meet the needs of students enrolled.

   a. **Measure:** Determine need/desire for additional programs and/or services
   The Department of Computer Information Systems and Technology will determine the need and/or desire for additional programs/services by students.
   The need will be determined by conducting focus groups and other research to determine any gaps in program offerings.

   1. **Achievement Target:**
      Establish new programs/services identified by research and focus groups.

   2. **Findings (2011-2012) - Target: Met**
      The GIS certification project has been fully implemented. Guest speakers, cooperative projects with ADECA and other organizations have been incorporated into the GIS courses. Evaluation of skills requirements for current manufacturing job openings led to development of a new curriculum for the Industrial Maintenance program. This proposal will be submitted to the Academic Council for AY 2013-2014.

   3. **Action Plans**
a. Continue to develop and add courses for Homeland Security certification
The Department of CIS and Technology will continue to add courses each Fall semester in order to have the requisit number of 5 for the certification program. Two courses will be added Fall 2011, two courses in Fall 2012, and one course in Fall 2013.

Established in Cycle: 2010-2011
Implementation Status: In-Progress
Priority: High
Implementation Description: Continue to add courses as developed until completion of requirements for the addition of the program; hire additional faculty if necessary to cover the courses offered; monitor enrollment activity in the courses.

Responsible Person/Group: Department Chair and Dean of the College of Business

Budget Amount Requested: $0.00 (no request)

b. Implement new GIS certification program
Upon the approval of the GIS certification program by the Undergraduate Academic Council, the Department of CIS and Technology will implement the program.

Established in Cycle: 2010-2011
Implementation Status: Finished
Priority: High
Implementation Description: Insert the course necessary to the CIS curriculum and monitor enrollment in the program

Responsible Person/Group: Department Chair and Dean of the College of Business

Budget Amount Requested: $0.00 (no request)

2. Objective: Faculty will participate in a continuous cycle of academic improvement
Faculty will participate in a continuous cycle of academic improvement with the utilization of curriculum mapping for each course in the Business Professional Component (BPC) and for each major in the COB degree program.

a. Measure: Professional Activities
CIS and Technology faculty will be involved in at least one professional activity such as: Active involvement in professional organization (administration, committee, conference chair); Publication of articles in academic and professional journals; Book publication; Active research or consulting; Active involvement in accreditation organization (ACBSP, ATMAE, ABET).

1. Achievement Target:
80% of faculty will report involvement in at least one professional activity each year on their Faculty Service Report and/or Faculty Achievement Report.
2. Findings (2011-2012) - Target: Met
100% of CIS and Technology faculty reported involvement in professional activities.

III. Analysis Questions and Analysis Answers

A. What specific strengths did your assessments show? (Strengths)
   1. There is an increase in the number of instructors reporting the use of written and oral assignments in classes. Many of these are assessed using a common rubric that provides a better assessment of oral and written communications. 2. There is an increase in the number of classes reporting assessment of ethical conduct which strengthens exposure to ethical behavior concepts. 3. New PhD hire strengthens the technology courses, particularly electronics and GIS.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
The College is still struggling with how to administer the MFT and encourage the students to do their best on the exam. Currently, students are only required to take the test. If the students are not motivated to do their best, the results may not be a true assessment of their achievement. Results are usually low although some students do score near 150. A committee was formed to make recommendations for a new standard/process for the test. Other ACBSP schools that also administer the MFT were polled to determine what they do differently. The committee will make recommendations to the faculty in August. An exit exam for CIS and Industrial Technology are still in development.

C. What plans were implemented?
Completed development/prestation of courses in the GIS certification. Completed curriculum review for Industrial Maintenance program. Increased recruiting efforts for CIS & Tech programs. Hired PhD to fill full-time faculty position for Industrial Maintenance. Converted Hunt conference room to office and utility room.

D. What plans were not implemented?
The CIS exit exam was not completed. Unable to hire new full-time faculty for Industrial Technology.

E. How will assessment results be used for continuous improvement?
A full curriculum review of CIS will be pursued this year with the following objectives: 1. Increase the level of foundational work in math and logic; 2. Increase the depth of knowledge in the elective areas; 3. Increase hands-on opportunities with simulations and projects; 4. Work towards inclusion of professional certifications within electives; 5. Work towards accreditation by ABET.

A full curriculum review of Industrial Technology will be pursued with the following objectives: 1. Involve more regional industries; 2. Focus the program toward management and logistics and/or applied engineering; 3. Work towards ATMAE accreditation. 4. Increase certification opportunities.
IV. Annual Report Section Responses

A. Key Achievements
- Completed curriculum review for Industrial Maintenance program.
- Added additional classes for PLCs and strengthened coursework in electricity/electronics.
- Completed defining/developing requirements for certification in GIS.
- Conducted 3 seminars and 2 workshops in GIS with guest instructors from state and national organizations (ADECA, City of Tuscaloosa, USDOC).

B. Faculty Achievements
Summary of faculty achievements:
Scholarly Activities
- 6 Conference Proceedings
- 3 Journal articles
- 2 Books
- 4 Presentations
Professional Activities
- 1 Accreditation Team Member
- 1 Panelist
- 1 Conference Track Chair
- 2 Consulting activities Grants Funded
- 1 DOE grant for $235,543
- 1 Super Computer access (5 year) from Oakridge Research National Laboratory
Seminars and Workshops
- 3 GIS Seminars
- 2 GIS Workshops
Honors and Awards
- 1 National Teaching Excellence Award

C. Staff Achievements
Bonnie Dial conceived and coordinated process to improve landscape around Hunt Technology building.

D. Public/Community Service
Professional Activities:
Bedford
- ACBSP Champion for College of Business
- Accreditation Site Visit Team Member - University of Indianapolis, October 9-12, 2011
Day
- Panelist in the National Assessment of Educational Progress (NAEP) Judgmental Standard Setting (JSS) held in St. Louis, Missouri, from June 28 through July 1, 2011.
- Participant in the NAEP JSS Project Extension to supplement the work accomplished in St. Louis.
Doss
- Track Chair with the Southwest Academy of Management
Yessick

- Consult for with the Robotics Team (#1287) at the Academy of Arts Science and Technology in Myrtle Beach debug robot code.
- Consult for Mark Davis with site for the Methamphetamine Research & Prevention Resource Center (http://meth-edu.uwa.edu/)
## Presentation and Paper Rubric

**Name:**

**Title:**

**Date:**

<table>
<thead>
<tr>
<th>Comments</th>
<th>Paper Grammar and vocabulary</th>
<th>Content</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade: 0</td>
<td>Paper has no misspellings or grammatical errors</td>
<td>Includes essential information. Most of the content is accurate but there is one piece of information that might be inaccurate</td>
<td>Presents findings and conclusions in an organized manner</td>
</tr>
<tr>
<td></td>
<td>Paper has 1-2 misspellings, but no grammatical errors</td>
<td>Includes some essential information. The content is generally accurate, but one piece of information is clearly flawed or inaccurate</td>
<td>Presents findings and conclusions with some degree of organization</td>
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<tr>
<td></td>
<td>Paper has 1-2 grammatical errors, but no misspellings</td>
<td>Partially Proficient (2 pts)</td>
<td>Information and graphics are placed haphazardly on the page</td>
</tr>
<tr>
<td></td>
<td>Paper has more than 2 grammatical and/or spelling errors</td>
<td>Unacceptable (1 pt)</td>
<td>The presentation is disorganized</td>
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**Communication Outcome**

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<tr>
<th>Accomplished (4 pts)</th>
<th>Proficient (3 pts)</th>
<th>Partially Proficient (2 pts)</th>
<th>Unacceptable (1 pt)</th>
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<tr>
<td>Paper Grammar and vocabulary</td>
<td>Content</td>
<td>Organization</td>
<td>Presentation Spelling and Grammar Content Organization</td>
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<td>Total: 0</td>
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**Total: 0**
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<td>Presentation has 1-2 grammatical errors, but no misspellings</td>
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<td></td>
<td>Covers topic completely and in depth. All content throughout presentation is accurate. There are no factual errors</td>
<td>Includes essential information. Most of the content is accurate but there is one piece of information that might be inaccurate</td>
<td>Information and graphics are placed haphazardly on the page</td>
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<td>Presents findings and conclusions in an organized manner</td>
<td>Presents findings and conclusions with some degree of organization</td>
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### ANNUAL PLAN

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<td><strong>Goals</strong></td>
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<td>Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet.</td>
<td>YES  ✓</td>
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<td><strong>Outcomes/Objectives</strong></td>
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<tr>
<td>Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities.</td>
<td>YES  ✓</td>
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<tr>
<td>Objectives are active-verb descriptions of specific points or tasks the unit will accomplish or reach. Outcomes are active-verb descriptions of a desired end result related to student learning and the unit's mission.</td>
<td>YES  ✓</td>
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<td><strong>Measures</strong></td>
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<td>Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met.</td>
<td>YES  ✓</td>
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<td><strong>Achievement Targets</strong></td>
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<td>Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements.</td>
<td>YES  ✓</td>
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### SELF-STUDY

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<td>Action Plans</td>
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<td>Annual Report</td>
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<td>Analysis Report</td>
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**Findings**

Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.

**Action Plans**

Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable).

Action plans created in previous cycles have been updated with implementation notes.

**Annual Report**

The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.

**Analysis Report**

The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement.

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**Approved by:** [Signature of Dean or Vice President]  
**Date:** 7-30-12

**Received by OIE:** [Signature of Coordinator of Planning and Assessment]  
**Date:** 8-7-12