

SESSION 2: TEACHING AND CURRICULUM
DATE: THURSDAY, FEBRUARY 22
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Building an Assessment Framework: A Fast Track Approach*

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ABSTRACT: The demands for assessment are here and are not expected to lessen any time in the near future. The Association to Advance Collegiate Schools of Business International (AACSB International) is placing a high priority on assessment along with other professional accreditation agencies. The message from the accrediting body for business schools is quite clear: “The output of business schools is not teaching; it is student learning” (AACSB, 2005). The agency suggests that we shift focus from “what we teach” to “what they have learned.” We can make this shift by having an assessment plan to gather data on student learning and to use this data to improve student learning.

The purpose of this paper is describe how the faculty members at one business school developed an assessment of learning (AOL) framework during the summer of 2005 and implemented the plan during the academic year of 2005-2006. The critical project was necessary to bring the school into compliance with the AACSB standards on assessment. The first part of the paper provides a brief literature review. The second part of the paper presents the organizational structure and the model framework of general goals, specific outcomes, and course mapping developed for each of six degree programs.

* The full text of this paper is available online by going to http://aaahq.org/meetings/2007SW_program.htm and clicking on the link.