

**Business School
of
Changshu Institute of Technology**

*Bachelor of Marketing
Bachelor of Financial Management*

Assessment Plan

Version 20

I. Introduction

The purpose of this document is to provide a guide for assessing the overall academic effectiveness of the Bachelor of Marketing and Bachelor of Financial Management degree programs offered by the CITBS. This document addresses the needs of accreditors, administrators, external stakeholders, students, and faculty.

Administrators are accountable for program effectiveness and need to know whether the program is delivering promised learning outcomes. External stakeholders value the program's effectiveness and also require and deserve empirical assurance of learning. Students need to know what they can reasonably expect to achieve from their significant investment of time and budget in these programs. The faculty is responsible for instructional effectiveness and for making continuous improvements to the program based on the analysis of collected assessment data.

II. Learning Outcomes and Objectives of Marketing Program

Student Learning outcomes(Program Learning Outcomes) articulate what graduates should be able to do and/or what overall traits they should possess at the conclusion of the Marketing program.

Upon graduation, Marketing program graduates will possess the following competencies as defined by the Learning Goals:

Program Learning Outcomes for Marketing Program	Learning Objectives
PLO 1 Students will obtain a humanism understanding and professional literacy.	PLO 1.1 Practice humanistic and social scientific literacy, understanding the situation of the country, the society and the people, safeguarding the national interests, and having a sense of responsibility to foster social progress.
PLO 2 Apply basic and professional knowledge in marketing discipline	PLO 2.1 Demonstrate a solid foundation in marketing, management, and accounting.
PLO 3. Demonstrate critical thinking and innovative ability	PLO 3.1 Demonstrate the ability to use analytical and critical thinking skills to evaluate integrated analysis and research PLO 3.2 Demonstrate the ability to use analytical and critical thinking to evaluate countermeasures and solutions.
PLO 4. Apply information technology to complex business issues	PLO 4.1 Demonstrate the ability to use data processing software such as Excel, SPSS to make business and economic decision.
PLO 5. Demonstrate the ability to solve complex problems	PLO 5.1 Demonstrate the ability to use statistical analysis software to analyze data and discover patterns to inform management decisions.
PLO 6. Employ communication and expression ability	PLO 6.1 Demonstrate capabilities to communicate effectively with industry peers and the public on issues in the marketing field.
PLO 7. Demonstrate international vision and global comprehension abilities	PLO 7.1 Demonstrate proficiency English language in listening, speaking, reading, and writing.

Program Learning outcome 1 will be measured separately at university level. Goals 2 through 7 will be measured using representative samples of all Marketing students.

III. Learning Goals and Objectives of Financial Management Program

Upon graduation, Financial Management program graduates will possess the following competencies as defined by the Learning Goals:

Program Learning Outcomes for Financial Management Program	Learning Objectives
PLO 1 Students will obtain a humanism understanding and professional literacy.	PLO 1.1 Practice humanistic and social scientific literacy, understanding the situation of the country, the society and the people, safeguarding the national interests, and having a sense of responsibility to foster social progress.
PLO 2 Apply basic and professional knowledge in accounting discipline.	PLO 2.1 Demonstrate a solid foundation in accounting, economics and auditing.
PLO 3. Demonstrate critical thinking and innovative ability	PLO 3.1 Demonstrate the ability to use analytical and critical thinking skills to evaluate integrated analysis and research. PLO 3.2 Demonstrate the ability to use analytical and critical thinking to evaluate countermeasures and solutions.
PLO 4. Apply information technology to complex business problems.	PLO 4.1 Demonstrate the ability to use data processing software such as Excel, SPSS to make business and economic decision.
PLO 5. Demonstrate the ability to solve complex problems	PLO 5.1 Demonstrate the ability to use statistical analysis software to analyze data and discover patterns to inform management decisions.
PLO 6. Employ communication and expression ability	PLO 6.1 Demonstrate capabilities to communicate effectively with industry peers and the public on issues in the marketing field.
PLO 7. Demonstrate international vision and global comprehension abilities	PLO 7.1 Demonstrate proficiency English language in listening, speaking, reading, and writing.

Program Learning goal 1 will be measured separately at university level. Goals 2 through 7 will be measured using representative samples of all Financial Management students.

IV. Assessment Plan for Marketing Program

Assessment Plan for Marketing Program Learning Outcome 2		
PLO 2.1 Demonstrate a solid foundation in marketing, management, and accounting		
Measures	Performance Criteria	Timeline
2a. courses support the knowledge and skill content listed in the Marketing Program Curriculum Map 2b. Focused questions on the student satisfaction survey 2c. Course evaluation survey	2a. At least 60% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam 2b. At least 70% satisfied with the learning outcome 1c. At least 80% satisfied with the instructor	2a. Ongoing 2b. Annually (April-May) 2c. End of each semester
Data Generation	Data Collection	Data Analysis
2a. course syllabi and curriculum, including courses, Marketing, Management Science, Accounting 2b. Survey vendors	2a. course instructor 2b. Administration Office 2c. CIT Teaching Affairs Office 2d. Assessment Coordinator	2a. course instructor 2b. Administration Office 2c. CIT Teaching Affairs Office 2d. Assessment Coordinator

Assessment Plan for Marketing Program Learning Outcome 3

**PLO 3.1 Demonstrate the ability to use analytical and critical thinking skills to evaluate integrated analysis and research
 PLO 3.2 Demonstrate the ability to use analytical and critical thinking to evaluate countermeasures and solutions.**

Measures	Performance Criteria	Timeline
3a. courses support the knowledge and skill content listed in the Marketing Program Curriculum Map 3b. Graduate Thesis 3c. Focused questions on the student satisfaction survey 3d. Course evaluation survey	3a. At least 60% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam 3b. At least 60% of the student enrolled in the Marketing Program are scoring at or above in the standard Rubrics 3c. At least 70% satisfied with the learning outcome 3d. At least 80% satisfied with the instructor	3a. Ongoing 3b. Annually (March to May) 3c. Annually (April to May) 3d. End of each semester
Data Generation	Data Collection	Data Analysis
3a. course syllabi and curriculum, including courses Consumer Behavior, Supply Chain Management 3b. Survey vendors	3a. course instructor 3b. Administration Office 3c. CIT Teaching Affairs Office 3d. Assessment Coordinator	3a. course instructor 3b. Administration Office 3c. CIT Teaching Affairs Office 3d. Assessment Coordinator

Assessment Plan for Marketing Program Learning Outcome 4

PLO 4.1 Demonstrate the ability to use data processing software such as Excel, SPSS to make business and economic decision.

Measures	Performance Criteria	Timeline
4a. courses support the knowledge and skill content listed in the Marketing Program Curriculum Map	4a. At least 70% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam	4a. Ongoing
4b. Focused questions on the student satisfaction survey	4b. At least 70% satisfied with the learning outcome	4b. Annually (April to May)
4c. Course evaluation survey	4c. At least 80% satisfied with the instructor	4c. End of each semester
Data Generation	Data Collection	Data Analysis
4a. course syllabi and curriculum, including courses Management Information System 4b. Survey vendors	3a. course instructor 3b. Administration Office 3c. CIT Teaching Affairs Office 3d. Assessment Coordinator	4a. course instructor 4b. Administration Office 4c. CIT Teaching Affairs Office 4d. Assessment Coordinator

Assessment Plan for Marketing Program Learning Outcome 5

PLO 5.1 Demonstrate the ability to use statistical analysis software to analyze data and discover patterns to inform management decisions.

Measures	Performance Criteria	Timeline
5a. courses support the knowledge and skill content listed in the Marketing Program Curriculum Map	5a. At least 60% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam	5a. Ongoing
5b. Graduation Thesis 5c. Focused questions on the student satisfaction survey	5b. At least 60% of the student enrolled in the Marketing Program are scoring at or above in the stanard Rubrics 5c. At leaset 70% satisfied with the learning outcome	5b. Annually (March to May) 5c. Annually (April to May)
5d. Course evaluation survey	5d. At least 80% satisfied with the instructing	5c. End of each semester
Data Generation	Data Collection	Data Analysis
5a. course syllabi and curriculum, including courses Market Research 5b. Survey vendors	5a. course instructor 5b. Administration Office 5c. CIT Teaching Affaire's Office 5d. Assessment Coordinator	5a. course instructor 5b. Administration Office 5c. CIT Teaching Affaire's Office 5d. Assessment Coordinator

Assessment Plan for Marketing Program Learning Outcome 6

PLO 6.1 Demonstrate capabilities to communicate effectively with industry peers and the public on issues in the marketing field.

Measures	Performance Criteria	Timeline
6a. courses support the knowledge and skill content listed in the general education Curriculum Map	6a. At least 60% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam	6a. Ongoing
6b. Focused questions on the Student Internship Survey	6b. At leaset 80% satisfied with the learning outcome	6b. Annually (March to April)
Data Generation	Data Collection	Data Analysis
6a. general education course syllabi and curriculum 6b. Survey vendors	6a. course instructor 6b. Administration Office 6c. CIT Teaching Affaire's Office 6d. Assessment Coordinator	6a. course instructor 6b. Administration Office 6c. CIT Teaching Affaire's Office 6d. Assessment Coordinator

Assessment Plan for Marketing Program Learning Outcome 7

PLO 7.1 Demonstrate proficiency English language in listening, speaking, reading, and writing.

Measures	Performance Criteria	Timeline
7a. courses support the knowledge and skill content listed in the general education Curriculum Map	7a. At least 60% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam	7a. Ongoing
7b. CET-4 (College English Test)	7b. 5% Excellent rate in CET-4	7b. Twice a year
7c. CET-6	7c. 40% Pass rate in CET-6	7c. Twice a year
Data Generation	Data Collection	Data Analysis
7a. general education course syllabi and curriculum 7b. College English Test conducted by Ministry of Education	7a. course instructor 7b. Administration Office 7c. CIT Teaching Affaire's Office	7a. course instructor 7b. Administration Office 7c. CIT Teaching Affaire's Office

V. Assessment Plan for Financial Management Program

Assessment Plan for Financial Management Program Learning Outcome 2		
PLO 2.1 Demonstrate a solid foundation in marketing, management, and accounting		
Measures	Performance Criteria	Timeline
2a. courses support the knowledge and skill content listed in the Marketing Program Curriculum Map 2b. Focused questions on the student satisfaction survey 2c. Course evaluation survey	2a. At least 60% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam 2b. At least 70% satisfied with the learning outcome 1c. At least 80% satisfied with the instructing	2a. Ongoing 2b. Annually (April-May) 2c. End of each semester
Data Generation	Data Collection	Data Analysis
2a. course syllabi and curriculum, including courses, Marketing, Management Science, Accounting 2b. Survey vendors	2a. course instructor 2b. Administration Office 2c. CIT Teaching Affairs Office 2d. Assessment Coordinator	2a. course instructor 2b. Administration Office 2c. CIT Teaching Affairs Office 2d. Assessment Coordinator

Assessment Plan for Financial Management Program Learning Outcome 3

**PLO 3.1 Demonstrate the ability to use analytical and critical thinking skills to evaluate integrated analysis and research
 PLO 3.2 Demonstrate the ability to use analytical and critical thinking to evaluate countermeasures and solutions.**

Measures	Performance Criteria	Timeline
3a. courses support the knowledge and skill content listed in the Marketing Program Curriculum Map 3b. Graduate Thesis 3c. Focused questions on the student satisfaction survey 3d. Course evaluation survey	3a. At least 60% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam 3b. At least 60% of the student enrolled in the Marketing Program are scoring at or above in the standard Rubrics 3c. At least 70% satisfied with the learning outcome 3d. At least 80% satisfied with the instructor	3a. Ongoing 3b. Annually (March to May) 3c. Annually (April to May) 3d. End of each semester
Data Generation	Data Collection	Data Analysis
3a. course syllabi and curriculum, including courses Financial Management, Advanced Financial Accounting 3b. Survey vendors	3a. course instructor 3b. Administration Office 3c. CIT Teaching Affairs Office 3d. Assessment Coordinator	3a. course instructor 3b. Administration Office 3c. CIT Teaching Affairs Office 3d. Assessment Coordinator

Assessment Plan for Financial Management Program Learning Outcome 4

PLO 4.1 Demonstrate the ability to use data processing software such as Excel, SPSS to make business and economic decision.

Measures	Performance Criteria	Timeline
4a. courses support the knowledge and skill content listed in the Marketing Program Curriculum Map	4a. At least 70% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam	4a. Ongoing
4b. Focused questions on the student satisfaction survey	4b. At least 70% satisfied with the learning outcome	4b. Annually (April to May)
4c. Course evaluation survey	4c. At least 80% satisfied with the instructor	4c. End of each semester
Data Generation	Data Collection	Data Analysis
4a. course syllabi and curriculum, including courses Management Information System 4b. Survey vendors	3a. course instructor 3b. Administration Office 3c. CIT Teaching Affairs Office 3d. Assessment Coordinator	4a. course instructor 4b. Administration Office 4c. CIT Teaching Affairs Office 4d. Assessment Coordinator

Assessment Plan for Financial Management Program Learning Outcome 5

PLO 5.1 Demonstrate the ability to use statistical analysis software to analyze data and discover patterns to inform management decisions.

Measures	Performance Criteria	Timeline
5a. courses support the knowledge and skill content listed in the Marketing Program Curriculum Map 5b. Graduation Thesis 5c. Focused questions on the student satisfaction survey 5d. Course evaluation survey	5a. At least 60% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam 5b. At least 60% of the student enrolled in the Marketing Program are scoring at or above in the stanard Rubrics 5c. At leaset 70% satisfied with the learning outcome 5d. At least 80% satisfied with the instructing	5a. Ongoing 5b. Annually (March to May) 5c. Annually (April to May) 5d. End of each semester
Data Generation	Data Collection	Data Analysis
5a. course syllabi and curriculum, including courses Fianance and Economic Pratical Writing 5b. Survey vendors	5a. course instructor 5b. Administration Office 5c. CIT Teaching Affaire's Office 5d. Assessment Coordinator	5a. course instructor 5b. Administration Office 5c. CIT Teaching Affaire's Office 5d. Assessment Coordinator

Assessment Plan for Financial Management Program Learning Outcome 6

PLO 6.1 Demonstrate capabilities to communicate effectively with industry peers and the public on issues in the marketing field.

Measures	Performance Criteria	Timeline
6a. courses support the knowledge and skill content listed in the general education Curriculum Map	6a. At least 60% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam	6a. Ongoing
6b. Focused questions on the Student Internship Survey	6b. At leaset 80% satisfied with the learning outcome	6b. Annually (March to April)
Data Generation	Data Collection	Data Analysis
6a. general education course syllabi and curriculum 6b. Survey vendors	6a. course instructor 6b. Administration Office 6c. CIT Teaching Affaire's Office 6d. Assessment Coordinator	6a. course instructor 6b. Administration Office 6c. CIT Teaching Affaire's Office 6d. Assessment Coordinator

Assessment Plan for Financial Management Program Learning Outcome 7

PLO 7.1 Demonstrate proficiency English language in listening, speaking, reading, and writing.

Measures	Performance Criteria	Timeline
7a. courses support the knowledge and skill content listed in the general education Curriculum Map	7a. At least 60% of the student enrolled in the Marketing Program are scoring at the course final comprehensive exam	7a. Ongoing
7b. CET-4 (College English Test)	7b. 5% Excellent rate in CET-4	7b. Twice a year
7c. CET-6	7c. 40% Pass rate in CET-6	7c. Twice a year
Data Generation	Data Collection	Data Analysis
7a. general education course syllabi and curriculum 7b. College English Test conducted by Ministry of Education	7a. course instructor 7b. Administration Office 7c. CIT Teaching Affaire's Office	7a. course instructor 7b. Administration Office 7c. CIT Teaching Affaire's Office