

Learning Goal #4: Successful Innovative Technological Efforts in Business

Learning Goal: The Business and Engineering curriculum enables the students to acquire a broad set of knowledge and skills in business, engineering, science, and math. In business, the students complete courses that provide them with a set of knowledge and skills that can be applied to innovation in new processes or products and/or the improvement of current processes or products. These include courses in operations management, operations research, statistics, finance, marketing, and entrepreneurship that are beyond the business core. Thus, one of the learning goals for the Business and Engineering degree program is for students to demonstrate their ability to be successfully involved in an innovative effort in business.

Measurement: The Business and Engineering curriculum includes the following courses:

MGMT 450 Business Policy and Social Responsibility
OPR 320 Linear Modeling for Decision Making
OPM 321 Planning and Control of Operations

One from the following:

OPR 330 Advanced Decision Making and Simulation
STAT 301 Statistical Analysis for the Decision Sciences
STAT 325 Six Sigma Quality Implementation

One from the following:

MGMT 363 Directed Study in Entrepreneurship
MGMT 364 Technology Management
MGMT 365 Business Planning for Entrepreneurs

One of the following:

FIN 302 Intermediate Corporate Finance
FIN 335 Entrepreneurial Finance

One of the following:

MKTG 326 Marketing Research
MKTG 347 New Product Development and Marketing

Work completed in one of these courses, or a paper submitted describing work completed during a co-op placement, will be used to assess this learning goal.

Procedure: When designing a course assessment tool (term paper or assignment), the instructor should have this overall learning goal in mind. That is, the instructor in these courses will understand that a particular paper or assignment may be submitted by the student for this assessment purpose. However, the grading of the tool for the course will be completed by the instructor according to the course requirements. The assessment of this student learning goal is based on guidelines created by the faculty

of the Department of Decision Sciences and completed independently of the grading by the instructor for the student's regular performance for the course.

Business and Engineering students were asked to submit work from a course listed above, or submit a report of work completed during a co-op placement, that demonstrates the student's ability to use the knowledge and skills acquired in courses to be successfully involved in an innovative effort in business. The work will be placed in their e-Portfolio.

In general, the topics used in the assessment include (but not limited to) the following:

- Explanation and assessment of the current business process or products requiring innovation or improvement
- Explanation and assessment of the innovation
- Explanation of the students involvement leading to the innovation or proposed innovation

Demonstration of skills acquired in coursework incorporated in the development of the innovation