

University of North Carolina Wilmington

Educational Program Assessment Plan and Report

Assessment Plan for 2013-2014

Cameron School of Business

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Degree: BA in Economics (BA ECN)

BA ECN Program Outcome

BA ECN Student Learning Outcomes

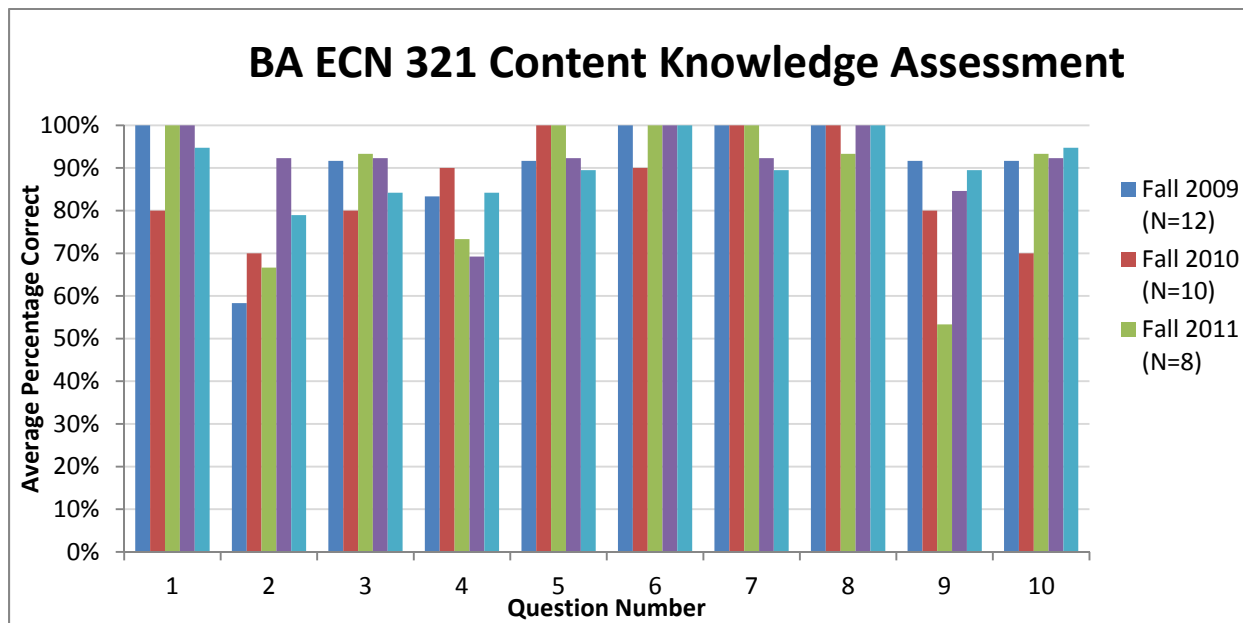
Student Learning Outcome UNCW Strategic Goal	Tools	Implementation	Summary of Findings	Actions Taken
<p>SLO1: Our students will understand key economic principles and models.</p> <p>UNCW Goal 1</p>	<p>Methods: Ten multiple choice questions will be imbedded in the BA in Economics capstone classes in ECN 321 and ECN 322 theory courses for assessment of economic principles and models.</p>	<p>Administration: ECN 321 is offered in the fall semester and ECN 322 is offered in the spring semester. The questions will be nongraded items in the final exam. Review of the assessment and associated changes to curriculum will be conducted by the economics faculty.</p>	<p>Appendix A</p>	<p>ECN 221: The implication of perfectly competitive assumptions could be addressed more fully.</p> <p>ECN 222: There remains a need to reemphasize the types of markets.</p> <p>ECN 321: Emphasis on shadow value interpretation will be enhanced.</p> <p>ECN 322: Will add assignment on fiscal and monetary cases</p>

Student Learning Outcome UNCW Strategic Goal	Tools	Implementation	Summary of Findings	Actions Taken
				and appropriate responses.
<p>SLO2: Our students will be able to analyze and interpret quantitative data.</p> <p>UNCW Goal 1</p>	<p>Methods: Five multiple choice questions will be imbedded in the BA in Economics ECN377 and ECN 422 classes for assessment of data analysis and interpretation.</p>	<p>Administration: ECN 377 is offered in the fall semester and ECN 422 is offered in the spring semester. The questions will be non-graded items imbedded in the final exam. Review of the assessment and associated changes to curriculum will be conducted by the economics faculty.</p>	<p>Appendix B</p>	<p>ECN 377: No actions.</p> <p>ECN 422: Reemphasis of the criteria for a good fitting regression in OLS.</p>
<p>SLO3: Our students will be able to conceptualize a complex issue into a coherent written statement and oral presentation, demonstrated with the effective use of technology.</p> <p>UNCW Goal 1</p>	<p>Method: ETS method has been abandoned due to lack of good data. ECN faculty have submitted ECN 422 as a writing intensive course due to University Studies guidelines.</p>	<p>Writing will be assessed in ECN 422 using a writing rubric.</p>		<p>No actions. Data collection began in Spring 2014. Next round of data will be collected in Spring of 2015.</p>

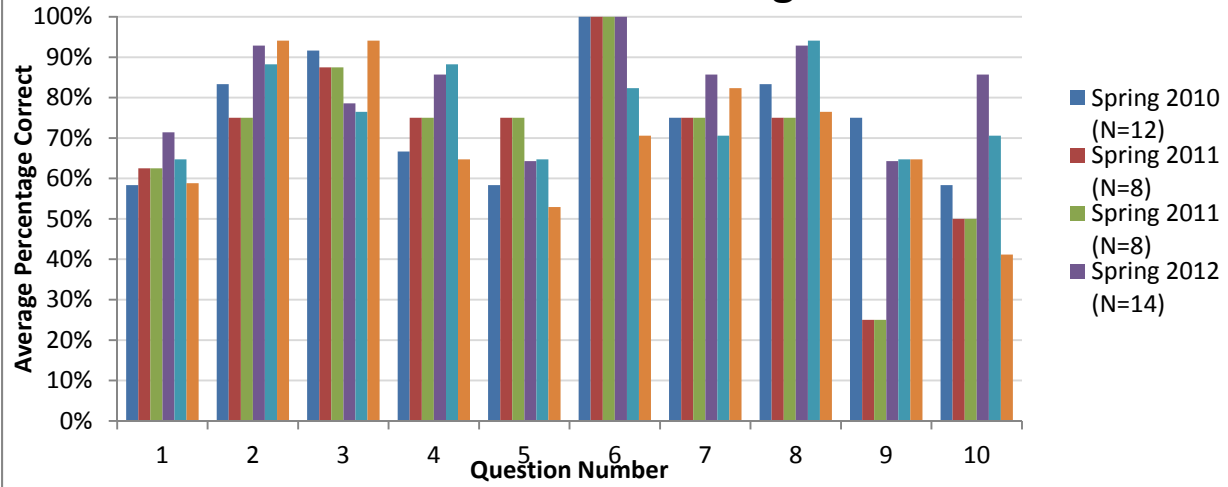
Appendix A: BA Economics SLO1 Findings

Understanding Key Economic Principles and Models Assessment Results as of October 2011

Ten multiple choice questions will be imbedded in the BA in Economics capstone classes in ECN 321 and ECN 322 theory courses for assessment of economic principles and models. ECN 321 is offered in the fall semester and ECN 322 is offered in the spring semester. The questions will be nongraded items in the final exam. Review of the assessment and associated changes to curriculum will be conducted by the economics faculty.



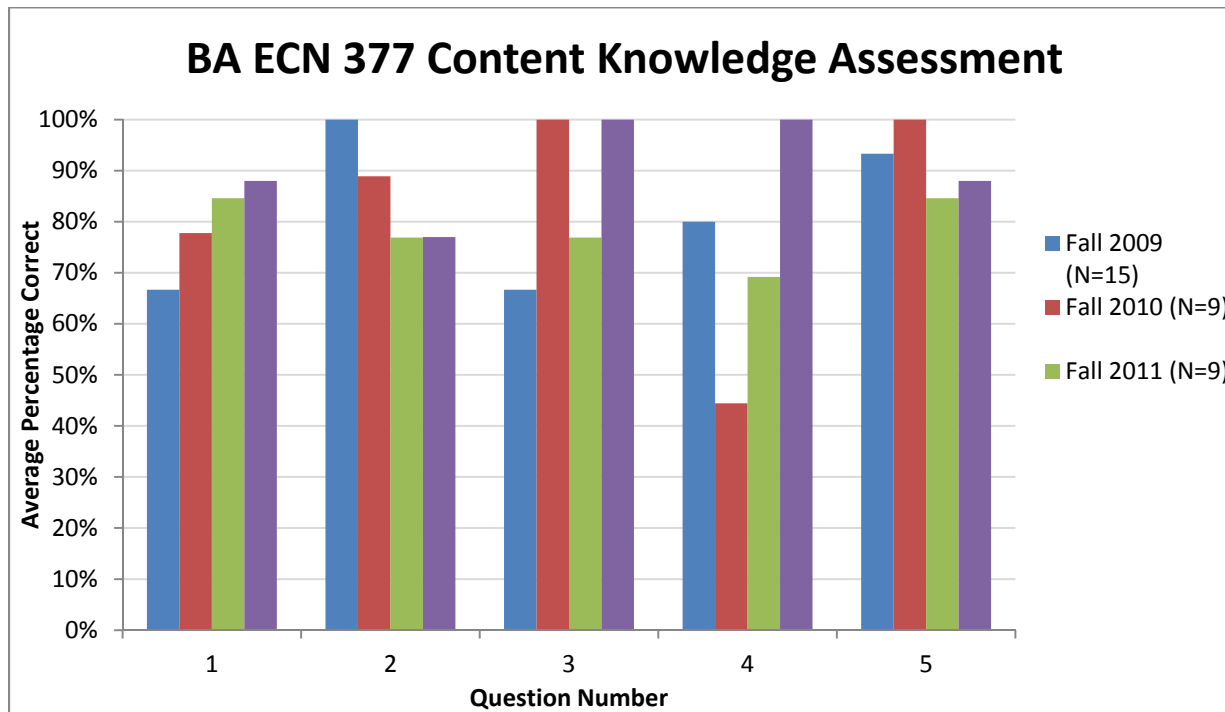
BA ECN 322 Content Knowledge Assessment



Appendix B: BA Economics SLO2 Findings

Analyzing and Interpreting Quantitative Data as of October 2011

Five multiple choice questions will be imbedded in the BA in Economics ECN377 and ECN 422 classes for assessment of data analysis and interpretation. ECN 377 is offered in the fall semester and ECN 422 is offered in the spring semester. The questions will be nongraded items in the final exam. Review of the assessment and associated changes to curriculum will be conducted by the economics faculty.



BA ECN 422 Content Knowledge Assessment

