

CPR Report Submitted!

Thank you for submitting a Comprehensive Program Review Report. Below is the information you sent on July 31, 2006. *Please note* this is a *temporary* web page and *cannot* be bookmarked. You may wish to print this page for your records. You will also receive confirmation via email.

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- 5 **Institution:** Columbus State University
- 6 **Review Status:** Non-triggered Review
- 7 **Degree level:** Bachelors
- 8 **Degree acronym:** BBA
- 9 **Degree/Major:** BBA in Computer Information Systems
- 10 **CIP Code:** 11010101
- 11 **College,**
11 **School/Division:** D Abbott Turner College of Business
- 12 **Department:** Management and Marketing
- 13 **CPR Plan**
13 **followed:** Yes
- 14 **Future institutional**
14 **plans for program:** Expand and enhance
- 15 **Supplemental file:** BBA CISM Exec-Sum.doc
- 16 **File Type:** MS Word
- 17 **CPR Web site:** aa.colstate.edu/assess/cprtbl.htm

**EXECUTIVE SUMMARY FOR THE
BACHELOR OF BUSINESS ADMINISTRATION IN
COMPUTER INFORMATION SYSTEMS MANAGEMENT**

Major Findings of the Program's Quality and Productivity

The following outline indicates some of the program's major strengths, areas needing improvement, and recommendations for improvement. Supporting tables, figures and charts are available upon request.

1. Program Strengths:

a. General – AACSB accreditation, endowments

b. Teaching –

- All instructors in the Computer Information Systems Management area have been deemed academically qualified by AACSB.
- CISM faculty have a strong record of intellectual contributions.
- Numerous orientation activities are conducted by the university and college for new faculty to help with the teaching function.
- The college allocates professional development funds for faculty to present research in their areas of expertise at conferences. Attendance at conferences helps to keep faculty current in their fields and to create a publishing record.
- The CSU students' averages in Computer Information Systems Management are at the national averages on the ETS Major Fields Exam.
- Students had passing score in seven out of eleven of the program outcomes. The highest Computer Information Systems Management program outcome scores in the college's Major-Specific Exit Exam were "Use resources to research and evaluate new information system tools and effectively communicate those findings to others," "Use the Internet, including the www and e-mail," and "Design a well-structured database and use a database programming language to construct a database from user requirements."

c. Curriculum –

- The Computer Information Systems Management curriculum shows a clear alignment with BBA program outcomes and the college mission.
- Over the past several years, the college and the degrees within it have undergone intensive and extensive reviews (AACSB, SACS), which have produced continuous improvements in the curriculum.
- Assessment is receiving increasing attention at the college, discipline, and course levels.
- Very clear degree progress sheets in (1) hall display stands and Student Services Center (2) in the published and online catalogue, and (3) in the DATCOB Student Handbook. Very clear suggested Freshman, Sophomore, Junior and Senior 1st and 2nd semester schedules.
- Very strong and increasing enrollment in required courses.

d. Students –

- Enrollment in the Computer Information Systems Management area continues to grow. The number of part-time and full-time Computer Information Systems Management majors has increased from 155 in Fall 2001 to 165 in Fall 2005, representing a 6.4% increase. It should be noted that among traditional aged students (under age 21) the number of majors has increased 53.6% over this period. Computer Information Systems Management degrees numbered 26 in 2001/2 and numbered 27 in 2004/5.
- Applications to the Computer Information Systems Management major are up 15.66% compared to this time last year (46 in Fall 2004 and 57 for Fall 2005.) With the status of the college enhanced through AACSB accreditation and with the large increase in personnel expected at Fort Benning, enrollment is

expected to continue to increase in the Computer Information Systems Management major.

- SAT scores for Computer Information Systems Management majors have steadily increased during the past three years. The verbal scores have increased from 467 in 2001/2 to 477 in 2004/5. The math scores have remained relatively constant. In 2004/5, the Computer Information Systems Management mean was 949, twenty-two points below the college mean.
- While enrollment of Computer Information Systems Management majors continue to increase, GPAs for Computer Information Systems Management majors show some decreases. However there has been mild improvement between 2003/04 and 2004/5.
- Business growth in Georgia is well documented and the need for students majoring in Computer Information Systems Management is significant. Our graduates are attractive to employers because so many of them work and have had a chance to immediately apply what they have learned.
- Enrollment and the number of Computer Information Systems Management degrees awarded is expected to continue to increase as we shrink the General Business major by strengthening the rigor of the General Business major.

2. Program Weaknesses:

a. Teaching –

- Increasing enrollment will put an additional strain on the college's ability to offer a quality undergraduate business program unless additional faculty are hired.
- Although more attention is beginning to be paid to assessment in particular courses, few direct assessment methods are being used.
- Though passing score were exhibited in five of the seven Computer Information Systems Management program outcomes, the lowest scores in the Major-Specific Exit Exam included "Understand the principles of computer hardware and computer software to include operating systems and application software", "Analyze, plan and apply system design tools appropriate to varying systems," and "Demonstrate competence in at least one programming language." The Computer Information Systems Management faculty will review the exam to make sure the questions have validity. Appropriate measures will be instituted to insure that content is covered in required major courses.

b. Curriculum –

- Few direct methods available for program assessment.
- Based upon best practices in other universities, program outcomes need to be reworked to become more assessable.
- All core courses are taught every semester, but most electives only once a year.

c. Students –

- Relatively few occasions for faculty to interact with students.
- Lack of effective tracking of students after graduation.

List of Recommendations for Improving Program Quality

3. Program Improvements:

a. Teaching –

- Continue to improve the use of course-embedded assessment.

b. Curriculum –

- While a few faculty are including direct, "authentic" assessment in their courses, more can be done. An expert who comes highly recommended by AACSB International (Kathryn Martell) has been invited to campus to guide

the college in its assessment efforts. The assessment coordinator has also been gathering data involving practices and attitudes about assessment among the DATCOB faculty. He has made presentations to the faculty about assessment information acquired at conferences and seminars. Interviews with individual faculty will be completed by mid-October. A report of findings will be presented to the college, and an assessment plan will follow.

- Computer Information Systems Management group will meet to review and restate program outcomes.
 - We are publishing when electives are taught (i.e. fall or spring).
- c. Students –
- Computer Information Systems Management faculty will work to further develop student organizations for Computer Information Systems Management majors.
 - Off-campus, informal gatherings involving students and faculty would help create stronger connections among them and enhance mentoring relationships.

Conclusion about the Program's Viability at CSU

The program is **Very Strong**, from the standpoint of quality in its teaching, curriculum, and students. The program has been growing over the last several years in its numbers of applicants, majors, and degrees offered.

Program Improvement Plan

- Increase the number of skills-based courses required for the major.
- Alignment of multi-section courses to assure that learning outcomes are being met in each course.

Summary Recommendation and Supporting Rationale

Results of the Computer Information Systems Management program review suggest that the program should be Enhanced or Expanded.