

**Report:** Assessment Cycle Details for: Health Systems Management

**Report Generated by Taskstream**

**Workspace:** Academic Program Assessment Workspace

**Assessment Plan:** 2014-2015 Assessment Cycle: Assessment Plan and Assessment Findings

**Assessment Plan Template:** Academic Program Assessment Plan

**Report Generated:** Tuesday, January 12, 2016

## Measures and Findings

### *M.S. in Health Systems Management: 2015-2018*

#### Outcome

#### SLO 4

*Evaluate the complex structure of HSM organizations to recommend business solutions to improve efficiency and effectiveness.*

#### Mapped to:

- **RI - University of Baltimore Learning Goals:** Analyze complex issues and make informed decisions 5B, Synthesize information to arrive at reasoned conclusions 5C

#### Measure

*Capstone Business Plan Assignment*

PROGRAM LEVEL; DIRECT - STUDENT ARTIFACT

#### Details/Description:

Business plan assignment requires students to gather data for their idea, product or service using information via research, current employment experience and strategic management principles learned in class. Students were very creative and showed originality in topic selection.

#### Acceptable Target:

We will consider the achievement of the learning outcome successful if at least 75% score at 3.25 or better level of proficiency. (Class size - 10).

#### Ideal Target:

#### Implementation Plan (timeline):

#### Key/Responsible Personnel:

Tina DiFranco

#### Supporting Attachments:

 Business Plan Outline (Microsoft Word)

 Rubric for Business Plan Assignment (Word Document (Open XML))

#### Findings

*for Capstone Business Plan Assignment*

#### Summary of Findings:

For this class (80%) received scores of 3.25 or better on a scale of 0/4. Two students scored a 4. Total students assessed: 10

#### Acceptable Target Achievement:

Met

**Ideal Target Achievement :**

**Recommendations :**

Students will be required to submit 2 drafts of the business plan, one in week 5 and one in week 7 to allow for closer monitoring of the progress. This will be implemented in Fall, 2015.

**Reflections/Notes :**

Students are very creative and showed originality in topic selection to produce business plans. This assessment process is a good tool for sequential examination of the business planning process. However, recognizing the need for closer monitoring of retention of strategic management techniques, as well as the student's ability to apply the principles learned, additional drafts of the business plan will be required going forward. This strategy will be implemented in the fall 2015 semester.

Identified that students do require guidance in structure and grammar so as to effectively communicate their thoughts and ideas. As such, engagement of the writing center should be incorporated. Writing center will be invited to the classroom for a workshop on writing skills.

Public speaking workshops would benefit students and would enhance the business plan presentation. This would include planning for effective communication to a broad audience, improving presentation skills and overcoming the fear that some students associate with public speaking.

**Substantiating Evidence:**