

Undergraduate Production and Operations Management Program Assessment Plan

The Production and Operations Management Major is a new proposed major in the School of Business Administration. Because of this, we anticipate that our assessment plan will change over time as we develop a better understanding of the needs of the students in the program. Initially we expect five to ten students, with a steady state of about thirty students in four to five years. Assessment will be somewhat in a state of flux while we develop some new courses that are a part of the program. For example, many of our direct measures of assessment (outlined below) are tied to a new capstone course for the major. Until the course is developed, assessment outcomes will remain fairly general. We ask that in reviewing the assessment plan that you keep in mind this is a new proposed major, and that we currently have no students. Therefore, specific instruments to assess outcomes have not yet been developed.

INTRODUCTION

- A. Oakland University's Role and Mission statement, including the following relevant passage:

“Oakland University provides rigorous educational programs...A variety of majors and specialized curricula prepare students for post-baccalaureate education, professional schools, or careers directly after graduation. Each program provides a variety of courses and curricular experiences to ensure an enriched life along with superior career preparation or enhancement. Wherever possible, students are involved in research projects, and the results of the research and scholarship are integrated into related courses of instruction.”

- B. Undergraduate POM Major Program's mission and goals:

The POM major's programs are designed to support the Mission of the School of Business Administration: "...advance knowledge and enhance students' ability to manage in a global business environment.”

Within POM our goals are to:

1. Prepare students for careers in the area of operations management in a manufacturing or service organization.
2. Develop student awareness of the interdisciplinary nature of business.
3. Provide students with analytical and problem-solving skills necessary to manage, plan and control a transformation process in a manufacturing or service environment.
4. Provide students opportunities to interact with business professionals.

C. Expected Student Learning Outcomes

- Demonstrate knowledge of the management skills needed to plan, manage and control the operations function. (Goal 1)
- Understand the role of the operations function in the strategic planning process of an organization. (Goals 1,2)
- Understand how the operations function interacts with other business functions and support services (Goal 2)
- Demonstrate knowledge of Capacity Planning, Process Design, Facilities Layout, Inventory Planning and Control, Materials Requirements Planning, Forecasting, Statistical Quality Control, Lean Manufacturing, and Supply Chain Management. (Goals 1,3)
- Use appropriate quantitative methods for problem solving. (Goal 3)
- Demonstrate skill in written and oral communication. (Goals 1,2,3)
- Participate in workshops and/or classes conducted by business executives. (Goal 4)

C. Assessment Measures

Direct Assessment Measures

An integrative, written case study will be done by each student in the capstone course (Manufacturing Strategy). All POM faculty members will be involved in choosing and grading the integrative case study. The case will be used to assess writing skills as well as knowledge related to Goals 1, 2 and 3.

Oral skills will be assessed on student participation in the case discussions in the capstone course. The instructor of record will have primary responsibility in grading oral participation although all POM faculty members will be encouraged to attend final oral case presentations and provide feedback.

A set of standardized questions will be included in the final examination for all required 400 level courses in the major. Multiple choice and problem questions will be used and each specific learning outcome and associated goal will be identified. All POM faculty members will be involved in the selection and grading of the exam questions used.

Indirect Assessment Measures

Exit surveys will be conducted of all POM majors at the end of the capstone course. The survey will be developed by the POM faculty and measure student's perceptions of the program relevant to the learning outcomes and goals.

The SBA conducts surveys for the entire School and shares the results with the faculty of the respective areas. The POM faculty will routinely review this information for relevancy to program improvements

Alumni surveys will be used to gather information regarding the students' perceptions regarding their professional education and their preparedness to enter and remain viable in the workforce. The SBA will administer these surveys and share the data with each department.

Participation in classes or workshops will be measured indirectly by attendance and tied to the overall course grade in selected courses.

- D. This assessment plan was developed and is supported by the entire POM faculty. Analysis of the integrated case study and of the examination questions related to the learning outcomes will be reported to the department chair at the end of each term and shared annually with the faculty during a department meeting.
- E. When the results are reviewed, discussion will focus on changes that will improve the program and changes that may improve assessment activities. Changes incorporated into the curriculum and any changes in assessment activities will be reported to the appropriate School and University committees in a timely fashion per School and University procedural policies.

At this time we have developed no specific assessment instruments. As the program gets underway and the curriculum is further developed we will proceed with the plan as described above.

The SBA has a standard exit interview survey that is administered during the management capstone course required of all SBA students. The information from this survey is shared with all majors. We have chosen not to append this survey to the current plan because we do not expect any graduating majors for at least 2 years. We will review the survey at that time to see if it will provide relevant assessment information for our program.

The POM faculty is committed to developing a quality major and we view ongoing assessment as an integral part of the assurance of relevant student outcomes. The appended Assessment Matrix highlights the major points of this assessment plan.