M.S. in Information Technology Management (ITM)

Learning Goals and Objectives
With Assessment Measures, Timetable for Assessments and Assessment Results

ITM Mission: *… to prepare students for information technology leadership with a broad business perspective*

Learning Goal 1- Explain the core concepts, capabilities, and tools of information technology

Objective 1a: Critique the principles of business application software acquisition and development.

Assessment Measure	Date(s) of Assessment	Embedded Assessment	Course	Expected Measure	Actual Results
Activity I: In a semester-long system analysis and design running case application, project teams complete a "System Development Project Initiation" milestone. **Measure**: A portion of the milestone requires a system study project plan, outlining the activities necessary to achieve a final recommended system solution	Spring 2009 Spring 2010 Spring 2011	A 20-point rubric will be used to grade the assignment	ITM 788 (Business Information Analysis & Process Design)	At least 75% of the students will earn 70% or more points on the 20-point rubric	100% met expected measure in all periods
Activity II: In a semester-long system analysis and design running case application, project teams complete a "Written System Proposal" milestone. **Measure:** A portion of the milestone requires a system alternatives feasibility analysis, comparing different approaches to implementing the final recommended system solution.	Spring 2009 Spring 2010 Spring 2011	A 10-point rubric will be used to grade the assignment	ITM 788 (Business Information Analysis & Process Design)	At least 75% of the students will earn 70% or more points on the 10-point rubric	100% met expected measure in all periods

Objective 1b: Evaluate the principles of database design and administration.

Assessment Measure	Date(s) of Assessment	Embedded Assessment	Course	Expected Measure	Actual Results
Activity I: Developing entity-relationship diagrams (ERD) and enhanced ERD for personal, workgroup, and enterprise databases. **Measure:** A number of ERD assignments will be assigned to students during the course. Problems related to ERD will also be given on exams. Student performance will be measured by the scores the student receives on the assignments and exams	Spring 2009 Spring 2010 Spring 2011	A 10-point rubric will be used to grade the assignment	ITM 782: Database Management Systems	At least 75% of the students will earn 70% or more points on the 10-point rubric	100% met expected measure in both periods
Activity II: Developing personal, workgroup, and enterprise relational databases. **Measure:** A project on developing relational databases will be assigned to students during the course. Student performance will be measured by the score the student receives on this project.	Spring 2009 Spring 2010 Spring 2011	A 10-point rubric will be used to grade the assignment	ITM 782: Database Management Systems	At least 75% of the students will earn 70% or more points on the 10-point rubric	100% met expected measure in both periods
Activity III: Programming single and multiple table queries using structured query language (SQL). **Measure:** A number of SQL assignments will be assigned to students during the course. Problems related to SQL will also be given on exams. Student performance will be measured by the scores the student receives on these assignments and exams.	Spring 2009 Spring 2010 Spring 2011	A 10-point rubric will be used to grade the assignment	ITM 782: Database Management Systems	At least 75% of the students will earn 70% or more points on the 10-point rubric	Spring 2009: 88% met expected measure Spring 2010, 2011: 100% met expected measure
Activity IV: Performing database administration activities including user management and data management. **Measure:** Assignments and projects related to database administration will be assigned to students during the course. Student performance will be measured by the scores the student receives on these assignments and projects.	Spring 2009 Spring 2010 Spring 2011	A 10-point rubric will be used to grade the assignment	ITM 782: Database Management Systems	At least 75% of the students will earn 70% or more points on the 10-point rubric	Spring 2009: 88% met expected measure Spring 2010, 2011: 100% met expected measure

Objective 1c: Analyze human-computer interaction concepts in the design of information systems.

Assessment Measure	Date(s) of Assessment	Embedded Assessment	Course	Expected Measure	Actual Results
Activity I: Compare and contrast the relative (to each other) usability of different websites. Specific principles or human limitations learned must be used to guide comparisons. Give examples from the website(s) to support statements, and justify all of your comparisons. **Measure:** Students will be assigned several such comparisons during the semester. The comparison will be written as formal papers. The grading will be based on writing style as well as content.	Fall 2009 Fall 2010 Fall 2011	A 100-point rubric will be used to grade the assignment	ITM 734: Human Factors in Information Systems	At least 75% of the students will earn 70% or more points on the 10-point rubric	100% met expected measure
Activity II: Design and develop a software design using user-centered design that incorporates the principles of strong user interaction. **Measure:** Students will be assigned a team project in which they apply a user-centric design process and ultimately design and develop an application interaction design. The project will include a detailed, professional report, a formal presentation, and a working prototype of the application.	Fall 2009 Fall 2010 Fall 2011	A 100-point rubric will be used to grade the assignment	ITM 734: Human Factors in Information Systems	At least 75% of the students will earn 70% or more points on the 10-point rubric	100% met expected measure
Activity III: Demonstrate mastery of the concepts learned in class, readings, outside research by answering questions in a formal way. **Measure:** Students will be given a final essay examination. The grading will be based on writing style as well as content	Fall 2009 Fall 2010 Fall 2011	A 10-point rubric will be used to grade the assignment	ITM 734: Human Factors in Information Systems	At least 75% of the students will earn 70% or more points on the 10-point rubric	100% met expected measure

Objective 1d: Describe the role of information in supporting business processes.

Assessment Measure	Date(s) of Assessment	Embedded Assessment	Course	Expected Measure	Actual Results
Activity I: Create, retrieve, manipulate, and manage data using structured query language (SQL) and selected database management systems (DBMS). **Measure:** A number of written and hands-on SQL and DBMS assignments will be assigned to students during the	Spring 2009 Spring 2010 Spring 2011	A 10-point rubric will be used to grade the assignment	ITM 782: Database Management Systems	At least 75% of the students will earn 70% or more points on the 20-point rubric	Spring 2009: 88% met expected measure Spring 2010,

course. Problems related to SQL and DBMS will also be given on exams.					2011: 100% met expected measure
Activity II: Understand the key concepts related to data quality and data warehousing. **Measure:** Questions related to data quality and data warehousing will be given on exams.	Spring 2009 Spring 2010 Spring 2011	A 10-point rubric will be used to grade the assignment	ITM 782: Database Management Systems	At least 75% of the students will earn 70% or more points on the 10-point rubric	100% met expected measure in all periods

Learning Goal 2 - Apply information technology and business knowledge in business-world contexts

Objective 2a: Explain how to diagnose IT opportunities and challenges in organizations.

Assessment Measure	Date(s) of Assessment	Embedded Assessment	Course	Expected Measure	Actual Results
Activity I: In the context of a semester-long system analysis and design running case application, project teams complete a "Preliminary Investigation Report" milestone. **Measure:** A portion of the milestone requires a preliminary requirements report, outlining system objectives, problems, and requirements.	Spring 2009 Spring 2010 Spring 2011	A 20-point rubric will be used to grade the assignment	ITM 788 (Business Information Analysis & Process Design)	At least 75% of the students will earn 70% or more points on the 20-point rubric	100% met expected measure in all periods.
Activity II: In the context of a semester-long system analysis and design running case application, project teams complete a "Written System Proposal" milestone. **Measure:** A portion of the milestone requires an existing system challenges analysis, demonstrating the need for the final recommended system solution.	Spring 2009 Spring 2010 Spring 2011	A 10-point rubric will be used to grade the assignment	ITM 788 (Business Information Analysis & Process Design)	At least 75% of the students will earn 70% or more points on the 10-point rubric	100% met expected measure in all periods

Objective 2b: Identify information technology solutions to address organizational needs and guide organizational change

Assessment Measure	Date(s) of Assessment	Embedded Assessment	Course	Expected Measure	Actual Results
Activity I: In the context of a semester-long system analysis and design running case application, project teams complete a "Written System Proposal" milestone.	Spring 2009 Spring 2010 Spring 2011	A 20-point rubric will be used to grade the	ITM 788 (Business Information Analysis & Process Design)	At least 75% of the students will earn 70% or more points on the	Spring 2009, 2011: 100% met expected

Measure: A portion of the milestone requires a proposed system solutions description, with documentation of alternative options for implementing final design recommendations.		assignment		20-point rubric	measure. Spring 2010: 67% met expected measure.
Activity II: In the context of a semester-long system analysis and design running case application, project teams complete a "Written System Proposal" milestone. **Measure:** A portion of the milestone requires a system alternatives feasibility analysis, comparing different approaches to implementing the final recommended system solution.	Spring 2009 Spring 2010 Spring 2011	A 10-point rubric will be used to grade the assignment	ITM 788 (Business Information Analysis & Process Design)	At least 75% of the students will earn 70% or more points on the 10-point rubric	100% met expected measure in all periods

Objective 2c: Plan and manage information technology projects

Assessment Measure	Date(s) of Assessment	Embedded Assessment	Course	Expected Measure	Actual Results
Activity: Plan and manage a team project to identify, design, develop, and test a new software design over the course of the semester within a team using provided milestones, deliverables, and deadlines. Each team will identify their own timeline, within a given framework of major milestones and deliverables. Students will be assigned to a team for the entire course. **Measure:** Each team will develop a user-centric design for a software application, flesh out the design, test the design, develop prototypes, and evaluate over a given timeline, with milestones, deliverables, and deadlines. Faculty evaluation of the deliverables at each milestone and for the final project will be conducted.	Fall 2009 Fall 2010 Fall 2011	A 10-point rubric will be used to grade the assignment	ITM 734: Human Factors in Information Systems	At least 75% of the students will earn 70% or more points on the 10-point rubric	100% met expected measure

Learning Goal 3 - Apply analytical, critical thinking, and professionalism skills in a broad business context

Objective 3a: Analyze organizational problem-solving models and techniques to support decision making

Assessment Measure	Date(s) of Assessment	Embedded Assessment	Course	Expected Measure	Actual Results
Activity I: In the context of a semester-long system analysis and design running case application, project teams complete a "Preliminary Investigation Report" milestone. **Measure**: A portion of the milestone requires a preliminary requirements report, outlining system objectives, problems, and requirements.	Spring 2009 Spring 2010 Spring 2011	A 20-point rubric will be used to grade the assignment	ITM 788 (Business Information Analysis & Process Design)	At least 75% of the students will earn 70% or more points on the 20-point rubric	100% met expected measure in all periods
Activity II: In the context of a semester-long system analysis and design running case application, project teams complete a "Logical Analysis of the Existing System" milestone. **Measure:** A portion of the milestone requires a decision process analysis, detailing the models and data used to support a specific category of managerial decisions in the client firm.	Spring 2009 Spring 2010 Spring 2011	A 20-point rubric will be used to grade the assignment	ITM 788 (Business Information Analysis & Process Design)	At least 75% of the students will earn 70% or more points on the 10-point rubric	Spring 2009: 70% met expected measure Spring 2010: 34% met expected measure Spring 2011: 77.8% met expected measure

Objective 3b: Communicate knowledge of formal, professional, and organizational codes of ethics

Assessment Measure	Date(s) of Assessment	Embedded Assessment	Course	Expected Measure	Actual Results
	Spring 2010	A 20-point rubric will be used to grade the assignment	MBA 776	At least 75% of the students will earn 70% or more points on the 20-point rubric	

	Spring 2010	A 20-point rubric will be used to grade the assignment		At least 75% of the students will earn 70% or more points on the 10-point rubric	

Learning Goal 4 - Demonstrate effective interpersonal communication and collaborative skills

Objective 4a: Communicate effectively through written and verbal modes in traditional and virtual environments

Assessment Measure	Date(s) of Assessment	Embedded Assessment	Course	Expected Measure	Actual Results
Activity I: Students write a paper for a project in class **Measure**: The written paper is evaluated on writing style, organization, and the quality of content using a written-paper evaluation instrument	Spring 2009 Spring 2010 Spring 2011	Written-paper evaluation form consisting of 13 items – each measured on a 6-point scale.	ITM 782: Database Management Systems	At least 75% of the students will earn an average rating of 2 or more on the 13 items in the instrument.	100% met expected measure in all periods
Activity II: Students make an oral presentation in class Measure: the oral presentation is evaluated on speaking style, poise and professionalism, and the clarity of presentation	Spring 2009 Spring 2010 Spring 2011	Oral presentation evaluation form consisting of 10 items – each measured on a 6-point scale.	ITM 782: Database Management Systems	At least 75% of the students will earn an average rating of 2 or more on the 10-item instrument	100% met expected measure in all periods

Objective 4b: Work effectively in teams in traditional and virtual environments

Assessment Measure	Date(s) of Assessment	Embedded Assessment	Course	Expected Measure	Actual Results
Activity 1: Students will be assigned to a team that will complete a semester-long, significant IT course project. Students will learn multiple collaboration tools for use in the project, including but not limited to phone conferencing, and online tools such as webinar with audio and/or video and shared screen, project management, document sharing, reminder systems. **Measure**: Students will complete the project successfully using a combination of working face-to- face in class, and working online virtually. Peer evaluation will be used as well as the overall team project grade.	Fall 2009 Fall 2010 Fall 2011	A 100-point rubric will be used to grade the assignment	ITM 734: Human Factors in Information Systems	At least 75% of the students will earn 70% or more points on the 10-point rubric	100% met expected measure