OHIO NORTHERN UNIVERSITY
2007 ANNUAL REPORT ON THE ASSESSMENT OF STUDENT LEARNING

Academic Program: Pharmaceutical Business
Department: 
College: Business Administration 
Submitted by/Date: 

The Annual Report on the Assessment of Student Learning consists of three parts.

Part I provides the learning objectives and measures as previously identified.
Part II requests information about assessment activities for the previous academic year.
Part III requests information about programmatic or operational changes occurring or being proposed as a result of assessment activities.

Reports must be submitted by department chairs to the Office of Institutional Research by December 3, 2007. Each annual report will be evaluated by the University Assessment Committee and returned to the department chair and the respective Dean by March 3, 2008.

I. ASSESSMENT PROGRAM COMPONENTS
Instructions: Please review the following and make changes as needed.

A. Learning Objectives

1. Basic business acumen
2. Interpersonal communication skills
3. Understanding of the competitive and market structural environment of the pharmaceutical industry (e.g., familiarity with managed care systems)
4. Understanding of the legal regulatory environment of the pharmaceutical industry
5. Understanding of the terminology commonly used in the pharmaceutical industry
6. Analytical acumen as pertains to the pharmaceutical industry

B. Measurements

- ETS-Major Field Test
- Evaluation of capstone experience
- Evaluation of experiential experience (internship, etc.)
- Cross Cultural Adaptability Inventory
- Mock Interview Day evaluation
- Placement

II. ASSESSMENT ACTIVITIES FOR 2006-07 (ACADEMIC YEAR)
Instructions: Please complete the following sections.
A. Describe the measures used to collect the data?
(Which measures did you use during the past year? Which learning objectives does each measure address? How and when did you administer the measures?)

NA Program has had no graduates to assess.

B. Present the results of the data collection and analysis for each measure listed above.
(Present the data resulting from 2006-07 assessment activities. What are the standards and expectations for performance? Did the students meet the standards? What gaps were found between the standards for student learning and the actual results? Please do not include any students’ names.)

NA Program has had no graduates to assess.

III. PROGRAMMATIC /OPERATIONAL ADJUSTMENTS
Instructions: Please complete the following sections.

A. Describe the adjustments, if any, to the program or the program’s operations (including budgetary) which are either being proposed or have already been made in order to narrow the gaps identified between learning objectives and actual outcomes.
(What changes in curriculum, instructional strategies, course content, personnel, facilities, equipment, resource allocation, etc. are recommended to address the gaps between expected performance and actual results?)

NA Program has had no graduates to assess; no changes made

B. Describe the changes that need to be made to the assessment plan and practices for the future?
(Have questions been raised about the effectiveness of the assessment plan? If so, what changes are needed? Are different objectives, measures, analysis, etc. needed?)

NA Program has had no graduates to assess; changes in other majors will apply.