

Assurance of Student Learning Reflection 2024-2025	
<i>Gordon Ford College of Business</i>	<i>Department of Management</i>
<i>Creativity and Innovation Management, Certificate (1773)</i>	
<i>Department Chair/Program director: Dr. Whitney PEAKE; Assessment coordinator: Dr. Feng Helen LIANG</i>	
Is this an online program? ☐ Yes ☒ No	Please make sure the Program Learning Outcomes listed match those in CourseLeaf. Indicate verification here ☐ Yes, they match! (If they don't match, explain on this page under Evaluation)

Instructions: For the 2024-25 assessment, we are asking you to reflect on the last three-year cycle rather than collect data. It's important to take time to look over the results from the last assessment cycle and really focus on a data-informed direction going forward. In collaboration with your assessment team and program faculty, review each submitted template from 2021-2024 and consider the following for each Program Learning Outcome, add your narrative to the template, and submit the draft to your **ASL Rep** by **May 15, 2025**.

Program Student Learning Outcome 1	
Program Student Learning Outcome	Identify legal terms associated with intellectual property development and protection. This certificate program started in AY2023-2024. The following reflections are based on the two years since the start, AY2023-2025.
Evaluation	This Student Learning Outcome (SLO) is critical and relevant for students applying for the <i>Creativity and Innovation Management Certificate</i> , as intellectual property protection (IP) is a crucial aspect of innovation management. We will retain it as the primary benchmark for assessing the certificate program's effectiveness. The outcome is measurable and aligned with Bloom's taxonomy through the use of the verb " <i>understand</i> ." We assess this outcome each year, using the questions related to this topic in the Exit Exam in the certificate final course (BA 495 in Spring 2024, and MGT497A in Spring 2025 and beyond).
Measurement Instruments	The measurement instrument is the Exit Exam in the certificate final course, which is a direct measure. Given the range of topics covered, we believe this assessment is still the most effective and practical tool for evaluating student knowledge of innovation management. We have not observed any significant impact from AI on student performance in this exam.
Criteria & Targets	We believe that the criteria for success (at least 70% of the students should score $\geq 70\%$ on the Exit Exam) is still relevant. We may consider revising the target in the future, but we do not believe that it needs to be revised at this point. Although we consider the target threshold to be appropriate, we continually aim to raise expectations and enhance rigor over time. The exam is reviewed and updated frequently to ensure relevance and alignment with current industry standards.
Results & Conclusion	Results: Given the quality of work and dedication of the students and faculty, in the past two years, we have met the expectation and achieved the goal for this student learning outcome. In AY2023-2024, one student enrolled in the certificate program and passed the exam with 70% of the topic-specific questions correctly answered (100% passing rate). In AY2024-2025, seven students enrolled in the certificate program and all passed the exam with an average of 83.6% of all the questions correctly answered (100% passing rate). Conclusions:

	The exit exam remains a reliable and effective tool for assessing the knowledge and preparedness of our students. Over the past two years, all the students have passed the assessment, and the department has consistently met its performance benchmarks. This suggests that the core management curriculum has achieved the intended learning outcomes. We will continue to improve this learning outcome through disciplinary courses.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	In future assessments, we will continue to monitor whether the target should be adjusted or whether we need to provide more support to help students reach the desired target. We will continue to revise the exit exam to include updated and relevant questions and map each question to specific course learning objectives. We will consistently update curriculum mapping to align courses with the learning objectives. We will also analyze the exit exam data and use the result to inform instruction improvement for the faculty.

Program Student Learning Outcome 2	
Program Student Learning Outcome	Recognize the creative process. This certificate program started in AY2023-2024. The following reflections are based on the two years since the start, AY2023-2025.
Evaluation	This Student Learning Outcome (SLO) is critical and relevant for students applying for the <i>Creativity and Innovation Management Certificate</i>, since the creative process is an important part of innovation management. We will retain it as a primary benchmark for assessing the certificate program effectiveness. The outcome is measurable and aligned with Bloom's taxonomy through the use of the verb "<i>understand</i>." We assess this outcome each year, using the questions related to this topic in the Exit Exam in the certificate final course (BA 495 in Spring 2024, and MGT497A in Spring 2025 and beyond).
Measurement Instruments	The measurement instrument is the Exit Exam in the certificate final course, which is a direct measure. Given the range of topics covered, we believe this assessment is still the most effective and practical tool for evaluating student knowledge of innovation management. We have not observed any significant impact from AI on student performance in this exam.
Criteria & Targets	We believe that the criteria for success (at least 70% of the students should score $\geq 70\%$ on the Exit Exam) is still relevant. We may consider revising the target in the future, but we do not believe that it needs to be revised at this point. Although we consider the target threshold to be appropriate, we continually aim to raise expectations and enhance rigor over time. The exam is reviewed and updated frequently to ensure relevance and alignment with current industry standards.
Results & Conclusion	<u>Results:</u> Given the quality of work and dedication of the students and faculty, in the past two years, we have met the expectation and achieved the goal for this student learning outcome. In AY2023-2024, one student enrolled in the certificate program and passed the exam with 80% of the topic-specific questions correctly answered (100% passing rate). In AY2024-2025, seven students enrolled in the certificate program, and all passed the exam with an average of 83.6% of all the questions correctly answered (100% passing rate). <u>Conclusions:</u> The exit exam remains a reliable and effective tool for assessing the knowledge and preparedness of our students. Over the past two years, all the students have passed the assessment, and the department has consistently met its performance benchmarks. This suggests that the core

	management curriculum has achieved the intended learning outcomes. We will continue to improve this learning outcome through disciplinary courses.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	In future assessments, we will continue to monitor whether the target should be adjusted or whether we need to provide more support to help students reach the desired target. We will continue to revise the exit exam to include updated and relevant questions and map each question to specific course learning objectives. We will consistently update curriculum mapping to align courses with the learning objectives. We will also analyze the exit exam data and use the result to inform instruction improvement for the faculty.

Program Student Learning Outcome 3

Program Student Learning Outcome	Identify sources of innovative opportunity. We just implemented this learning outcome starting in AY2023-2024, and it has not been added to CourseLeaf yet. This certificate program started in AY2023-2024. The following reflections are based on the two years since the start, AY2023-2025.
Evaluation	This Student Learning Outcome (SLO) is important and relevant for students applying for the <i>Creativity and Innovation Management Certificate</i>, since the source of innovative opportunity is an important aspect of innovation management. We will retain it as a primary benchmark for assessing the certificate program effectiveness. The outcome is measurable and aligned with Bloom's taxonomy through the use of the verb "understand." We assess this outcome each year, using the questions related to this topic in the Exit Exam in the certificate final course (BA 495 in Spring 2024, and MGT497A in Spring 2025 and beyond).
Measurement Instruments	The measurement instrument is the Exit Exam in the certificate final course, which is a direct measure. Given the range of topics covered, we believe this assessment is still the most effective and practical tool for evaluating student knowledge of innovation management. We have not observed any significant impact from AI on student performance in this exam.
Criteria & Targets	We believe that the criteria for success (at least 70% of the students should score $\geq 70\%$ on the Exit Exam) is still relevant. We may consider revising the target in the future, but we do not believe that it needs to be revised at this point. Although we consider the target threshold to be appropriate, we continually aim to raise expectations and enhance rigor over time. The exam is reviewed and updated frequently to ensure relevance and alignment with current industry standards.
Results & Conclusion	<u>Results:</u> Given the quality of work and dedication of the students and faculty, in the past two years, we have met the expectation and achieved the goal for this student learning outcome. In AY2023-2024, one student enrolled in the certificate program and passed the exam with 75% of the topic-specific questions correctly answered (100% passing rate). In AY2024-2025, seven students enrolled in the certificate program and all passed the exam with an average of 83.6% of all the questions correctly answered (100% passing rate). <u>Conclusions:</u> The exit exam remains a reliable and effective tool for assessing the knowledge and preparedness of our students. Over the past two years, all the students have passed the assessment, and the department has consistently met its performance benchmarks. This suggests that the core management curriculum has achieved the intended learning outcomes. We will continue to improve this learning outcome through disciplinary courses.

<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	In future assessments, we will continue to monitor whether the target should be adjusted or whether we need to provide more support to help students reach the desired target. We will continue to revise the exit exam to include updated and relevant questions and map each question to specific course learning objectives. We will consistently update curriculum mapping to align courses with the learning objectives. We will also analyze the exit exam data and use the result to inform instruction improvement for the faculty.

Program Student Learning Outcome 4	
Program Student Learning Outcome	Describe how entrepreneurial strategies are developed We just implemented this learning outcome starting in AY2023-2024, and it has not been added to CourseLeaf yet. This certificate program started in AY2023-2024. The following reflections are based on the two years since the start, AY2023-2025.
Evaluation	Students were to be given an assessment related to entrepreneurial strategies in the ENT 308 course. The department did not separately assess this element in spring 2024 as we piloted our assessment process for the certificates. Given that this SLO is largely covered in SLO 3, we will assess it as part of that SLO in the upcoming academic year.
Measurement Instruments	In the future, we will use the topic-related questions in the Exit Exam in the certificate final course, which would be a direct measure.
Criteria & Targets	We will use the criteria for success as: at least 70% of the students should score $\geq 70\%$ on the Exit Exam.
Results & Conclusion	The result is not available yet as we are adjusting the assessment method.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	In the coming years, we will identify and develop questions related to this topic in the exit exam, to reflect theoretical and practical issues related to innovation management. We will map each question to specific course learning objectives. We will consistently update curriculum mapping to align courses with the learning objectives.