

ASSESSMENT OF LEARNING IN BUSINESS SCHOOLS

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ABSTRACT

There are increasing pressures for business schools to ensure that students learn what they are taught. Many accreditation bodies now require outcome assessment as part of the suite of accreditation standards. This involves schools first formulating learning goals and then assessing how well students have achieved these learning goals. Any deficiencies detected can be used to improve the curriculum. The workshop will examine learning assessment from a business school perspective. It will cover topics such as mission-driven program learning goals, course-level objectives, assessment tools, and closed-loop feedback.