Developing and sustaining a culture that embraces the continuous improvement of student learning is central to the NIU College of Business mission. The Assurance of Learning (AOL) process has provided a framework for activities. Continuous communication through faculty development, a newsletter, the Assurance of Learning team, and website has helped embed AOL into the culture of the college.

1. Identify (or Refine) Learning Goals and Objectives. The College of Business has four learning goals and fourteen learning objectives. The goals were developed in 1997 and the objectives were added from 1999-2001. Both were reviewed and refined in 2008 and 2010. On the advice of the college accrediting body, the Association for the Advancement of Collegiate Schools of Business (AACSB), each objective must go through the AOL process two times every five years.

College Learning Goals
1. Our graduates will be effective written and oral communicators.
2. Our graduates will demonstrate problem solving skills.
3. Our graduates will demonstrate business ethical awareness.
4. Our graduates will demonstrate written, oral communicators.

2. Align the Curriculum with the Goals. College of Business courses were mapped to the college goals in 2007 and again in 2010. Faculty were asked to indicate the level of Bloom’s Taxonomy in which they would expect students to perform after completing their course and which instructional strategies they use to teach each goal area.

3. Identify Measures. Assessment measures have been identified for each of the 14 college learning objectives. The college relies heavily on authentic, course embedded measures. In 2010, the discipline specific common business knowledge learning objectives were also assessed with the Educational Testing Services Major Field Exam.

4. Collect, Analyze and Disseminate Data. Assessments are conducted using rubrics and embedded exam questions. The data is collected on a regular, systematic basis. Faculty collect the data then complete a Direct Assessment Form summarizing and analyzing the results. The forms are summarized per learning objective and aggregate results are shared with the Assurance of Learning Team, the College Curriculum Committee, the Department Curriculum Committees and other relevant college committees.