Assessment Plan
Engineering and Technology Management Program
College of Engineering, Architecture and Technology
Oklahoma State University
Summer 2002

1. Name of Academic Program

Engineering and Technology Management (ETM)

2. Degree Programs that are assessed under this plan

M.S. in Engineering and Technology Management (MSETM)

3. Mission, goal and objectives of the MSETM program

MISSION

The OSU Engineering and Technology Management Program exists to provide accessible career enhancing educational opportunities to engineers, scientists and technical managers, facilitate alignment of the workforce with organizational strategy, and foster academic and industry partnerships.

GOALS

Goals for Instruction

Goal 1: Offer a quality program that is accessible to working professionals.

Goal 2: Seek to offer courses that are timely and relevant in the current technical environment.

Goal 3: Actively seek outstanding instructors and provide instructional support for improvement of teaching effectiveness.

Goal 4: Actively recruit outstanding students and educate them to be highly skilled technical managers.

Goals for Outreach

Goal 1:   Develop and strengthen relationships between OSU and industry.

Goal 2:   Contribute to the economic growth of the state, and nation by fostering workforce development.

Goal 3:   Provide reliable, quality distance learning instruction to reach students at any location.

OBJECTIVES

Objectives for Instruction

Goal 1:   Offer a quality program that is accessible to working professionals.
Objectives related to this goal are:
1. Stay abreast of developing trends in engineering education.
2. Provide adequate flexibility in scheduling and course delivery.
3. Continuously assess student satisfaction.

Goal 2:   Seek to offer courses that are timely and relevant in the current technical environment
Objectives related to this goal are:
1. Review course offerings once each year.
2. Utilize feedback from students and advisory committee to continuously improve course offerings and introduce timely topics.
3. Make adjustments to courses after reviewing evaluations.

Goal 3:   Actively seek outstanding instructors and provide instructional support for improvement of teaching effectiveness.
Objectives related to this goal are:
1. Seek industry leaders and subject matter experts to serve as instructors.
2. Seek faculty members with extensive industry experience.
3. Ensure instructors are aware of limitations and opportunities that distance learning education provides
4. Encourage self-evaluation by instructors.

Goal 4:   Actively recruit outstanding students and educate them to be highly skilled technical managers.
Objectives related to this goal are:
1. Provide ample information regarding program admission.
2. Ensure that all applicants meet minimum criteria for admission.
3. Devote necessary resources for marketing of the program.
4. Provide direction and advising that will assist students in reaching their professional goals.

Goals for Outreach

Goal 1: Develop and strengthen relationships between OSU and industry.
Objectives related to this goal are:
1. Seek accomplished industry leaders to serve on the MSETM Advisory Committee.
2. Engage in dialog with engineering and technical managers to assess their personnel needs.
3. Provide assistance to companies that wish to provide on-site educational opportunities to their employees.

Goal 2: Contribute to the economic growth of the state, and nation by fostering workforce development.
Objectives related to this goal are:
1. Assist in aligning the workforce with organizational strategy.
2. Seek to increase value of current employees through continuing education.

Goal 3: Provide quality distance learning instruction to reach students at any location.
Objectives related to this goal are:
1. Stay abreast of latest distance learning technology
2. Assess the student's receiving capabilities of various distance learning technology.
3. Be proactive in addressing technical and logistical problems.
4. Provide high level of customer service to all students and instructors.

4. **Expected Student Outcomes of the Engineering and Technology Management Program**

The expected outcomes for graduates of the MSETM are:

- Identify and act on strategic issues,
- Strategically manage technologies,
- Integrate key functions in a company,
- Implement, skills, knowledge and tools,
- Manage an organization's intellectual property,
- Effectively lead and participate in teams,
- Articulate and defend their ideas in a professional manner,
- Understand professional, ethical and social responsibilities,
- Recognize contemporary professional, societal and global issues an be aware of and respect diversity.

5. **Methods used to evaluate student achievement**

   The MSETM program has used the following methods to evaluate student performance and achievement

   - Annual student satisfaction survey
   - Feedback from employers
   - Feedback from MSETM Advisory Committee
   - Performance in Capstone course sequence in which a panel of faculty and/or subject matter experts and fellow students review the final project presentation and written report.

6. **Assessment results are integrated into curriculum and planning in the following manner:**

   - Students and employers are solicited once annually to recommend course topics and subject areas that are of interest to them.
   - The internal MSETM Advisory Committee reviews the course suggestions and matches topics to existing classes or recommends development of a new course to the full Advisory Committee.
   - Suggestions for changes in curriculum are presented to the committee in an annual meeting and an extensive review of the annual student satisfaction survey follows.