SJSU Annual Program Assessment Report
Academic Year 2014-2015

Electronic Copy of Report Due June 1, 2015
Send to Undergraduate Studies (academicassessment@sjsu.edu)
with cc: to your College Associate Dean and College Assessment Facilitator

Department/Program: Master of Science in Transportation Management Program (MSTM)

College: Lucas College and Graduate School of Business

Website: http://www.sjsu.edu/cob/; University Learning Goals:

Program Accreditation: AACSB International

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Date of Report: May 29, 2015

PART A

1. List of Program Learning Outcomes (PLOs)

a. Overview and Context:

The Lucas College and Graduate School of Business (LCoB) is accredited by AACSB International. February 2011 was our last accreditation visit and we have been reaccredited for another five years. Our next visit is scheduled for Spring 2016. AACSB commended the LCoB on the following strength and effective practice related to assessment: "The College has created an effective infrastructure to support assurance of learning. As a result, the current status of the assurance of learning program is well developed and efforts continue to refine goals and assessment measures. Assurance of learning is well engrained in the culture. The documentation is extensive and impressive." (AACSB Accreditation letter, April 18, 2011)

For accreditation, the LCoB is required to assess each program learning goal (PLO) at least twice during each 5-year accreditation cycle. Our last cycle was AY2005-2010 and our current cycle is AY2010-2015. For assessment planning, we use the 5-year cycle as our framework. We present PLO assessment information from the AY2005-2010 cycle (Appendix A) as a point of reference. Our current and future assessments are based on the AY2010-2015 cycle.

b. List of PLOs:

See Appendix B for list of PLOs

2. **Map of PLOs to University Learning Goals (ULGs)**
   The MSTM program learning goals (PLOs) have been mapped into the University Learning Goals (ULGs). See Appendix B for mapping.

3. **Alignment – Matrix of PLOs to Courses:**
   See Appendix C for Curriculum Alignment Matrix.

4. **Planning -- Assessment Schedule:**
   See Appendix D for Assessment Schedule.

5. **Student Experience:**
   PLOs are communicated to students on the College website (http://www.sjsu.edu/cobaccreditation/Goals/index.html).

PART B

6. **Graduation Rates for Total, Non URM and URM students (per program/degree)**
See Appendix E

7. **Headcounts of Program Majors and New Students (per program and degree)**
See Appendix E

8. **SFR and Average Section Size (per program)**
See Appendix E

9. **Percentage of Tenured/tenure-track Instructional Faculty (per department)**See Appendix E

PART C

10. **Closing the Loop/Recommended Actions:**
    The MSTM program learning goals (PLOs) have been revised to incorporate the global environment and technology, especially being located in Silicon Valley. See Appendix D for Revised Program Learning Goals. The following revisions were made:

    PLO#1: Management of Transportation Organizations:
    "Develop a system-level **and global** perspective on the management of transportation organizations."

    PLO#6: Information Technology: (new program learning goal)
    "Develop basic understanding of commonly used information technology applications used by the transportation industry."

11. Assessment Data:

See Appendix C for Assessment Data Summary Table.

12. Analysis:

To assess PLO#6, a new assignment was incorporated into MTM 203 – Transportation Marketing and Communications Management: Review of a Technology Assessment and Application Report Assignment

With respect to PLO#3, the evaluation of team assignments in MTM 217 now more closely reflects class learning objectives. Assignments have been updated to reflect the most contemporary challenges, including an emphasis on key drivers, such as the aging population, new technologies, etc.

Syllabus templates are being utilized for all MTM courses that list the MTM program learning goals and which program learning goals are being addressed in that particular course.

13. Proposed changes and goals:

The following program learning goals will be assessed in the 2014-2015 Academic Year:

PLO #2: Transportation Policy

PLO #6: Information Technology

Additionally, an assessment schedule will be developed for the next AACSB accreditation cycle (AY2015-2020).

APPENDIX A

ASSESSMENT SUMMARY FOR MSTM PROGRAM

AY2005-2010 ACCREDITATION CYCLE

PROGRAM: MSTM (Master of Science in Transportation Management)				
Student Learning Outcomes	**Which Courses Measured, When and What Tool Used?**	**Targets for Satisfactory Performance**	**Observations of Student Performance**	**When and By Whom Were the Results Analyzed?**
1. Management of Transportation Organizations *Develop a system-level perspective on the management of transportation organizations.*	Fall 2005. MTM201-Fundamentals of Transportation Management Essay questions	Exceptional: 9-10 Acceptable: 5-8 Unacceptable: 0-4	N=10 **Acceptable and above: 100%** Exceptional: 2/10=20% Acceptable: 8/10=80% Unacceptable: 0/10=0%	Results reviewed and analyzed by Dr. Peter Haas, Program Director for MSTM
	Summer 2010. MTM201-Fundamentals of Transportation Management Essay questions		N=8 **Acceptable and above: 100%** Exceptional: 4/8=50% Acceptable: 4/8=50% Unacceptable: 0/8=0%	
2. **Transportation Policy** *Develop an awareness of the transportation policy environment, including legislative structures, fiscal mechanisms, and intergovernmental coordination.*	Spring 2006. MTM202-Introduction to Transportation Funding and Finance Project	Exceptional: 9-10 Acceptable: 5-8 Unacceptable: 0-4	N=19 **Acceptable and above: 100%** Exceptional: 0/19=0% Acceptable: 19/19=100% Unacceptable: 0/19=0%	Results reviewed and analyzed by Dr. Peter Haas, Program Director for MST
	Summer 2009: MTM290-Strategic Management in Transportation Research project		N=3 **Acceptable and above: 100%** Exceptional: 1/3=33% Acceptable: 2/3=67% Unacceptable: 0/3=0%	

PROGRAM: MSTM (Master of Science in Transportation Management)				
Student Learning Outcomes	**Which Courses Measured, When and What Tool Used?**	**Targets for Satisfactory Performance**	**Observations of Student Performance**	**When and By Whom Were the Results Analyzed?**
3. **Leadership** *Develop potential for leadership in transportation organizations.*	Fall 2007. MTM217- Leadership and Management of Transportation Organizations Class participation, Written exams and term paper	Class participation: Exceptional: 9-10 Acceptable: 5-8 Unacceptable: 0-4 Written exams: (GPA) Exceptional: 3.7-4.0 Acceptable: 3-3.6 Unacceptable: 0-2.9	N=28 Class participation: Exceptional: 7/28=25% Acceptable: 20/28=71% Unacceptable: 1/28=40% Written Exams: **Acceptable and above: 100%** Exceptional: 16/28=57% Acceptable: 12/28=43% Unacceptable: 0/28=0%	Results reviewed and analyzed by Dr. Peter Haas, Program Director for MST
	Summer 2010 MTM217- Leadership and Management of Transportation Organizations Leadership Development Plan	Exceptional: 21-24 Acceptable: 18-20 Unacceptable: 0-18	N=22 **Acceptable and above: 100%** Exceptional: 16/22=73% Acceptable: 6/22=27% Unacceptable 0/22=0%	
4. **Communication Skills** *Develop written and oral communication skills and techniques.*	Fall 2005. MTM201-Fundamentals of Transportation Management Essay questions	Exceptional: 9-10 Acceptable: 5-8 Unacceptable: 0-4	N=10 Exceptional: 2/10=20% Acceptable: 8/10=80% Unacceptable: 0/10=0%	Results reviewed and analyzed by Dr. Peter Haas, Program Director for MST
	Summer 2009: MTM290-Strategic Management in Transportation	Exceptional: 9-10 Acceptable: 5-8 Unacceptable: 0-4	N=3 **Acceptable and above: 100%**	

PROGRAM: MSTM (Master of Science in Transportation Management)				
Student Learning Outcomes	**Which Courses Measured, When and What Tool Used?**	**Targets for Satisfactory Performance**	**Observations of Student Performance**	**When and By Whom Were the Results Analyzed?**
	Research project		Exceptional: 1/3=33% Acceptable: 2/3=67% Unacceptable: 0/3=0%	
	Summer 2010 MTM217- Leadership and Management of Transportation Organizations Leadership Development Plan	Exceptional: 4-4.5 Acceptable: 3-3.9 Unacceptable: 0-2.9	N=22 **Acceptable and above: 100%** Exceptional: 11/22=50% Acceptable: 11/22=50% Unacceptable: 0/22=0%	
5. **Analytical Skills** *Develop ability to analyze management issues and situations using appropriate conceptual approaches.*	Fall 2005. MTM201-Fundamentals of Transportation Management Essay questions	Exceptional: 9-10 Acceptable: 5-8 Unacceptable: 0-4	N=10 Exceptional: 2/10=20% Acceptable: 8/10=80% Unacceptable: 0/10=0%	Results reviewed and analyzed by Dr. Peter Haas, Program Director for MST
	Summer 2009: MTM290-Strategic Management in Transportation Research project	Exceptional: 9-10 Acceptable: 5-8 Unacceptable: 0-4	N=3 **Acceptable and above: 100%** Exceptional: 1/3=33% Acceptable: 2/3=67% Unacceptable: 0/3=0%	
	Summer 2010 MTM217- Leadership and Management of Transportation Organizations Leadership Development Plan	Exceptional: 14-15 Acceptable: 11-13 Unacceptable: 0-10	N=22 **Acceptable and above: 95%** Exceptional: 0/22=0% Acceptable: 21/22=95% Unacceptable: 1/22=5%	

APPENDIX B

MSTM PROGRAM LEARNING GOALS (PLOs)

MAPPING OF MSTM LEARNING GOALS (PLOs) TO UNIVERSITY LEARNING GOALS

AY2010-2015 ACCREDITATION CYCLE

MSTM Program Learning Goals

MSTM Program Learning Goals	Objectives
1. System/Global Perspective. Develop a system-level and global perspective on the management of transportation organizations.	▪ Student can demonstrate ability to analyze and discuss transportation management issues from a system-level perspective. ▪ Students can compare and evaluate transportation systems in an international context.
2.Policy Develop an awareness of the transportation policy environment, including fiscal mechanisms, legislative structures, and intergovernmental coordination.	▪ Student can identify and discuss key elements of the public transportation policy environment.
3.Leadership Develop potential for leadership in transportation organizations.	▪ Students demonstrate knowledge of basic principles of organizational leadership.
4.Communication Develop written and oral communication skills and techniques.	▪ Student can make effective oral and written presentation concerning transportation management issues.

5.Analytical Skills Develop ability to analyze management issues and situations using appropriate conceptual approaches.	▪ Students can apply appropriate concepts to management situations and issues.
6.Information Technology Develop basic understanding of commonly used information technology applications used by the transportation industry	▪ Students can identify and understand purpose of key IT applications in the transportation industry ▪ Students can assess usefulness of key IT applications for a given transportation agency or organization

MSTM Program Learning Goals Mapping to University Learning Goals

University Learning Goals	MSTM Program Learning Goals (see table above for goal description)					
San Jose State University graduates will have developed:	**1.System/ Global Perspective**	**2.Policy**	**3.Leadership**	**4.Communi-cation**	**5.Analytical Skills**	**6.Information Technology**
Specialized Knowledge:						
o Depth of knowledge required for a degree, as identified by its program learning outcomes.	X	X				X
Broad Integrative Knowledge:						
o Mastery in each step of an investigative, creative or practical project (e.g. brainstorming, planning, formulating hypotheses or complex questions, designing, creating, completing, and communicating).					X	
o An understanding of the implications of results or findings from a particular work in a societal context (e.g. social or economic implications of a scientific finding).					X	
o Students graduating with a baccalaureate degree will have demonstrated an understanding of critical components of broad academic areas, the arts, humanities, social sciences, and sciences and their integration.	N/A	N/A	N/A	N/A	N/A	N/A

Intellectual Skills:						
o Fluency in the use of specific theories, tools, technology and graphical representation.					X	X
o Skills and abilities necessary for life-long learning: critical and creative thinking, effective communication, conscientious information gathering and processing, mastery of quantitative methodologies, and the ability to engage effectively in collaborative activities.			X	X	X	
Applied Knowledge:						
o The ability to integrate theory, practice, and problem- solving to address practical issues.					X	
o The ability to apply their knowledge and skills to new settings or in addressing complex problems.					X	
o The ability to work productively as individuals and in groups			X			
Social and Global Responsibilities:						
o The ability to act intentionally and ethically to address a global or local problem in an informed manner with a multicultural and historical perspective and a clear understanding of societal and civic responsibilities.	X					
o Diverse and global perspectives through engagement with the multidimensional SJSU community.	X					

APPENDIX C

CURRICULUM ALIGNMENT MATRIX

MSTM Learning Goals and Curriculum Alignment

I = Introduced, concept is introduced in this class
R = Reinforced, concept is reinforced in this class
D = Demonstrated, students must demonstrate in-depth knowledge of this concept

Learning Objectives:	MTM201	MTM203	MTM217	MTM290	Electives
1. Management of Transportation Organizations *Develop a system-level and global perspective on the management of transportation organizations.*	I	R	R	D	R
2. Transportation Policy *Develop an awareness of the transportation policy environment, including fiscal mechanisms, legislative structures, and intergovernmental coordination.*	D	R	R	D	R
3. Leadership *Develop potential for leadership in transportation organizations.*	I		D	R	R
4. Communication Skills *Develop written and oral communication skills and techniques.*	D	D		D	R
5. Analytical Skills *Develop ability to analyze management issues and situations using appropriate conceptual approaches.*	I	R	R	D	R
6. Information Technology *Develop basic understanding of commonly used information technology applications used by the transportation industry.*	I	D	R		R

APPENDIX D

ASSESSMENT SCHEDULE

SUMMARY OF GOALS, TOOLS, SCHEDULE

AY2010-2015 ACCREDITATION CYCLE

MSTM Program Learning Goals (PLOs)	Spr 2012	Fall 2012	Spr 2013	Sum 2013	Fall 2013	Spr 2014	Sum 2014	Fall 2014	Spr 2015
1. Management of Transportation Organizations		MTM201-Tran Systems MTM201-Intl Comp			MTM201-Tran Systems MTM201- Intl Comp			MTM201-Tran Systems MTM201-Intl Comp	
2. Transportation Policy	MTM290		MTM290			MTM290			MTM290
3. Leadership			MTM217-Leadership			MTM217-Leadership			
4. Communication Skills	MTM290-Written comm	MTM 201 Written comm	MTM290-Written/oral comm			MTM290-Written/oral comm			MTM290-Written/oral comm
5. Analytical Skills	MTM290	MTM 201	MTM290			MTM290			MTM290
6. Information Technology					MTM203			MTM203	

Summary of MTM PLOs, Tools, Schedule – Accreditation Cycle 2011-2016

Goals	Objectives	Assessment Tool	Assessment Schedule
1,Develop a system-level and global perspective on the management of transportation organizations.	▪ Student can demonstrate ability to analyze and discuss transportation management issues from a system-level perspective. ▪ Students can compare and evaluate transportation systems in an international context.	Essay exam administered in MTM 201 (Fundamentals of Transportation Management).	Fall 2012 and yearly (Fall 2012, Fall 2013)
2.Develop an awareness of the transportation policy environment, including fiscal mechanisms, legislative structures, and intergovernmental coordination.	▪ Student can identify and discuss key elements of the public transportation policy environment.	Review of independent research projects in MTM 290 (Capstone course) by Mineta Transportation Institute Board of Trustees (scored using a rubric)	Spring 2012 and yearly (Spring 2012, Spring 2013)
3.Develop potential for leadership in transportation organizations.	▪ Students demonstrate knowledge of basic principles of organizational leadership.	Review of major written assignment applying leadership principles to a practical problem in MTM 217 (Leadership and Management of Transportation Organizations).	Spring 2012 and yearly (Spring 2012, Spring 2013)
4.Develop written and oral communication skills and techniques.	▪ Student can make effective oral and written presentation concerning transportation management issues.	Review of independent research projects in MTM 290 (Capstone course) by Mineta Transportation Institute Board of Trustees (scored using a rubric)	Spring 2012 and yearly (Spring 2012, Spring 2013)

5.Develop ability to analyze management issues and situations using appropriate conceptual approaches.	▪ Students can apply appropriate concepts to management situations and issues.	Review of independent research projects in MTM 290 (Capstone course) by Mineta Transportation Institute Board of Trustees (scored using a rubric)	Spring 2012 and yearly (Spring 2012, Spring 2013)
6.Develop basic understanding of commonly used information technology applications used by the transportation industry	▪ Students can identify and understand purpose of key IT applications in the transportation industry ▪ Students can assess usefulness of key IT applications for a given transportation agency or organization	Review of a Technology Assessment and Application Report assignment in MTM 203 (Transportation Marketing and Communications Management)	Fall 2013 and yearly.

APPENDIX E

PART B DATA

#6 Graduation Rates for Total, Non URM and URM students (per program and degree)

Academic Programs	First-Time Freshmen				Undergraduate Transfer			
	Fall 2008 Cohort: 6-Year Graduation Rate				Fall 2011 Cohort: 3-Year Graduation Rate			
	Program Cohort Size	Program Grad Rate	College Average Grad Rate - All Students Who Entered This College	University Average Grad Rate - All Students Who Entered the University	Program Cohort Size	Program Grad Rate	College Average Grad Rate - All Students Who Entered This College	University Average Grad Rate - All Students Who Entered the University
Total	0	/0	58.40%	49.70%	0	/0	63.80%	55.30%
URM	0	/0	48.10%	40.70%	0	/0	56.50%	55.20%
Non-URM	0	/0	62.60%	53.30%	0	/0	64.90%	54.90%
All others	0	/0	61.20%	52.90%	0	/0	67.20%	56.90%

#7 Headcounts of program majors and new students (per program and degree)

No IEA data available

#8 SFR and average section size (per program)

	Fall 2014					
	Subject SFR	Subject Headcount per Section	College SFR	College Headcount per Section	University SFR	University Headcount per Section
Lower Division			52.3	56.8	31	35.6
Upper Division			38.9	45.7	25.5	28
Graduate Division	28.4	25.6	28.4	25.6	20.8	15.8

#9 Percentage of tenured/tenure-track instructional faculty (per department)

	Fall 2014			
	Department FTEF #	Department FTEF %	College FTEF %	University FTEF %
Tenured/Tenure-track	2.5	63%	52.20%	42.80%
Not tenure-track	1.5	37%	47.80%	57.20%
Total	4	100%	100.00%	100.00%

APPENDIX F

ASSESSMENT DATA SUMMARY TABLE

AY2010-2015 ACCREDITATION CYCLE

PROGRAM: MSTM (Master of Science in Transportation Management)				
Student Learning Outcomes	**Which Courses Measured, When and What Tool Used?**	**Targets for Satisfactory Performance**	**Observations of Student Performance**	**When and By Whom Were the Results Analyzed?**
1. Management of Transportation Organizations *Develop a system-level and global perspective on the management of transportation organizations.*	Fall 2012 MTM201 – Fundamentals of Transportation Management "Knowledge of transportation systems" Tool: Essay exam	Exceptional: 81-100 Acceptable: 61-80 Unacceptable: 0-60	N=10 Exceptional: 3/10=30% Acceptable: 6/10=60% Unacceptable: 1/10=10%	Summary report and analysis prepared by Peter Haas, MSTM program director.
	Fall 2012 MTM201 – Fundamentals of Transportation Management "International comparisons" Tool: Essay exam	Exceptional: 81-100 Acceptable: 61-80 Unacceptable: 0-60	N=10 Exceptional: 1/10=10% Acceptable: 6/10=60% Unacceptable: 3/10=30%	Summary report and analysis prepared by Peter Haas, MSTM program director.
	Fall 2013 MTM201 – Fundamentals of Transportation Management "Knowledge of transportation systems" Tool: Essay exam	Exceptional: 81-100 Acceptable: 61-80 Unacceptable: 0-60	N=10 Exceptional: 5/10=50% Acceptable: 5/10=50% Unacceptable: 0/10=0%	Summary report and analysis prepared by Peter Haas, MSTM program director.
	Fall 2013 MTM201 – Fundamentals of Transportation Management "International comparisons" Tool: Essay exam	Exceptional: 81-100 Acceptable: 61-80 Unacceptable: 0-60	N=10 Exceptional: 2/10=20% Acceptable: 7/10=70% Unacceptable: 1/10=10%	Summary report and analysis prepared by Peter Haas, MSTM program director.

PROGRAM: MSTM (Master of Science in Transportation Management)				
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2. **Transportation Policy** *Develop an awareness of the transportation policy environment, including fiscal mechanisms, legislative structures, and intergovernmental coordination.*	Spring 2012 MTM290 – Capstone Tool: Review of independent research projects by Mineta Transportation Institute Board of Trustees (scored using a rubric)	Exceptional: 9-10 Acceptable: 7-8 Unacceptable: 0-6	N=3 Exceptional: 1/3=33% Acceptable: 2/3=67% Unacceptable: 0/3=0%	Summary report and analysis prepared by Peter Haas, MSTM program director.
	Spring 2013 MTM290 – Capstone Tool: Research project	Exceptional: 9-10 Acceptable: 7-8 Unacceptable: 0-6	N=3 Exceptional: 0/3=0% Acceptable: 3/3=100% Unacceptable: 0/3=0%	Summary report and analysis prepared by Peter Haas, MSTM program director.
3. **Leadership** *Develop potential for leadership in transportation organizations.*	Spring 2013 MTM217 – Leadership and Management of Transportation Organizations Tool: Review of major written assignment applying leadership principles to a practical problem	Exceptional: 72-80 Acceptable: 56-71 Unacceptable: 55 or below	N=27 Exceptional: 18/27 = 67% Acceptable: 9/27 = 33% Unacceptable: 0/27 = 0%	Summary report and analysis prepared by Peter Haas, MSTM program director.
	Spring 2014 MTM217 – Leadership and Management of Transportation Organizations Tool: Written assignment	Exceptional: 72-80 Acceptable: 56-71 Unacceptable: 55 or below	N=24 Exceptional: 14/24 = 58% Acceptable: 10/24 = 42% Unacceptable: 0/27 = 0%	Summary report and analysis prepared by Peter Haas, MSTM program director.

4. **Communication Skills** *Develop written and oral communication skills and techniques.*	Fall 2012 MTM201 – Fundamentals of Transportation Management Tool: "Written communication" Spring 2012 MTM290 – Capstone Tool: Research project	 Exceptional: 9-10 Acceptable: 7-8 Unacceptable: 0-6	N=20 Exceptional: 7/20 = 35% Acceptable: 10/20 = 50% Unacceptable: 3/20 = 15% N=3 Exceptional: 1/3=33% Acceptable: 2/3=66% Unacceptable: 0/3=0%	Summary report and analysis prepared by Peter Haas, MSTM program director. Summary report and analysis prepared by Peter Haas, MSTM program director.
	Spring 2013 MTM290 – Capstone Tool: Research project	Exceptional: 9-10 Acceptable: 7-8 Unacceptable: 0-6	N=3 Exceptional: 0/3=0% Acceptable: 2/3=66% Unacceptable: 1/3=33%	Summary report and analysis prepared by Peter Haas, MSTM program director
5. **Analytical Skills** *Develop ability to analyze management issues and situations using appropriate conceptual approaches.*	Fall 2012 MTM201 – Fundamentals of Transportation Management Spring 2012 MTM290 – Capstone	 Exceptional: 9-10 Acceptable: 7-8 Unacceptable: 0-6	N=20 Exceptional: 2/20 = 10% Acceptable: 15/20 = 75% Unacceptable: 3/20 = 15% N=3 Exceptional: 0/3=0% Acceptable: 3/3=100% Unacceptable: 0/3=0%	Summary report and analysis prepared by Peter Haas, MSTM program director. Summary report and analysis prepared by Peter Haas, MSTM program director
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6. **Information Technology** *Develop basic understanding of commonly used information technology applications used by the transportation industry.*	Fall 2013 MTM203—Transportation Marketing and Communications Management Tool: Review of a Technology Assessment and Application Report assignment	Exceptional: 9-10 Acceptable: 7-8 Unacceptable: 0-6	N=10 Exceptional: 3/10 = 30% Acceptable: 7/10 = 70% Unacceptable: 0/10 = 0%	Analysis prepared by Peter Haas, MSTM program director.
	Fall 2014 MTM203—Transportation Marketing and Communications Management Tool: Review of a Technology Assessment and Application Report assignment	Exceptional: 9-10 Acceptable: 7-8 Unacceptable: 0-6	N=10 Exceptional: 4/10 = 40% Acceptable: 6/10 = 60% Unacceptable: 0/10 = 0%	Analysis prepared by Peter Haas, MSTM program director.