University of Wisconsin-Madison  
School of Human Ecology  
Consumer Science Department Assessment Plan - Retailing Major

I. Educational Goals and Objectives for the Retailing Major  
Established Learning Outcomes:  
   A. Ability to analyze the role of retailing within the economy and the business community and the effects of changes in each of these areas  
   B. Ability to identify, interpret, and evaluate retail information sources  
   C. Ability to utilize analytical and problem solving skills to create a comprehensive analysis in each area of retail strategy, merchandise and store management  

II. Instruments, Methods, Feedback and Timetable for Assessment

<table>
<thead>
<tr>
<th>Learning Outcome</th>
<th>Assessment Measures (Instruments)</th>
<th>Use of Information</th>
<th>Timetable</th>
<th>Person(s) Responsible</th>
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| A: Ability to analyze the role of retailing within the economy and the business community and the effects of changes in each of these areas | Direct:  
Successful Course Completion  
357, 275, 477  
Successful Internship Completion  
503, 602, 603  
Indirect:  
• Student course evaluations  
• Alumni Survey administered to assess utility of outcomes in workplace | Successful course completion forms our most solid base of evidence about achievement of selected learning objectives. On a bi-annual cycle, the Department will review course evaluations and conduct an alumni survey. The course evaluations will be examined to gain a student perspective on how fully they believe the course met its objectives. The alumni survey will be administered to graduates assessing the same outcomes with attention to their utility in the workplace. These results will also be examined for areas needing improvement. Assessments will be analyzed by demographic characteristics as well as the aggregate level to identify performance and utility for sub-populations and also to identify areas needing improvement. Department faculty and staff will partner with the Student Academic Affairs staff in conducting the outcomes assessments. This will assure student anonymity to instructional staff and will balance workloads. | Alumni Survey will be administered every two years. Course evaluations will be completed throughout the program by students at the conclusion of each course. | • Department Faculty & Staff  
• Student Academic Affairs |
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| **B: Ability to identify, interpret, and evaluate retail information sources** | Direct:  
*Successful Course Completion* 357, 560, 561, 562  
Indirect:  
• Student course evaluations  
• Alumni Survey administered to assess utility of outcomes in workplace | As above | As above | • Department Faculty & Staff  
• Student Academic Affairs |
| **C: Ability to utilize analytical and problem solving skills to create a comprehensive analysis in each area of retail strategy, merchandise and store management** | Direct:  
*Successful Course Completion* 357, 370, 564, 657  
*Successful Internship Completion* 503, 602,603  
Indirect:  
• Student course evaluations  
• Alumni Survey administered to assess utility of outcomes in workplace | As above | As above | • Department Faculty & Staff  
• Student Academic Affairs |