

Valid assessment of university students' competence in business and economics using adapted international tests – the WiwiKom-project

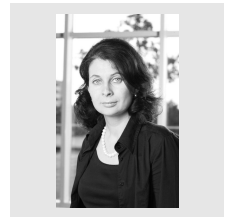
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State of Research

- Cross-national assessment of university students' competence in the field of business and economics is becoming an increasingly important research area (e. g. AHELO)
- No existing suitable measuring instruments for Germany (Kuhn & Zlatkin-Troitschanskaia, 2011) despite the very high popularity of the field of study (Federal Statistical Office, 2012)

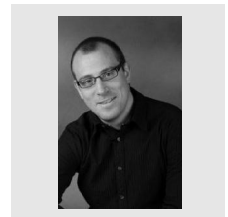
Research Goals

- Developing a valid subject-specific competence model that incorporates various types of evidence from standardized competence assessment
- Translating and adapting the „Test of understanding in college Economics (TUCE)“ and the „Examen General para el Egreso de la Licenciatura en Administración (EGEL)“ for the valid assessment of the theoretically postulated competence structures and levels



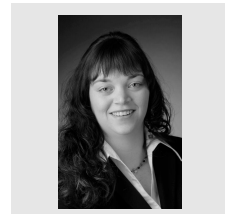
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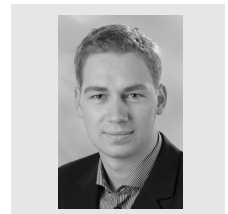
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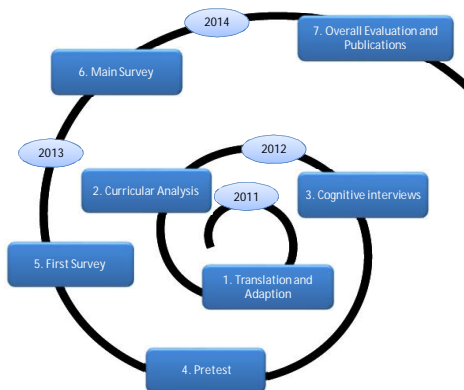
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The WiwiKom project milestones



Sources of Validity Evidence

- *Contents* (Using expert judgements (Professor and PhD) to refer to job requirements and cross-institutional curriculum)
- *Response processes* (Using think-aloud studies with university students to gain an understanding of subject-specific cognitive structures)
- *Internal Structure* (Using Item Response Theory and Structural Equation Modeling to evaluate the dimensions and levels of students' competence in business and economics)
- *Relations to other variables* (Using Multitrait-Multimethod-Matrix to gain an understanding of converging and discriminating factors)

Aims and Purpose of Presentation

- Exchanging experiences regarding international applicability and usage
- Exchanging experiences regarding potential compatibility with international research
- Establishing contacts for potential future cooperation on international comparative studies
- Exchanging experiences regarding the concept of competence in business and economics



CENEVAL (Mexico)
National Assessment Center for Higher Education



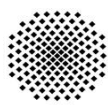
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References:

Federal Statistical Office (2012). Studierende an Hochschulen - Wintersemester 2011/2012. (Students at Universities – Winter Term 2011/2012.) Federal Statistical Office, Wiesbaden.
Kuhn, C. & Zlatkin-Troitschanskaia, O. (2011). Assessment of Competencies among University Students and Graduates – Analyzing the State of Research and Perspectives. Johannes Gutenberg University Mainz. In: Beck, K., Breuer, K. and Zlatkin-Troitschanskaia, O. (Hrsg.), Arbeitspapiere Wirtschaftspädagogik, 59, Mainz: Lehrstuhl für Wirtschaftspädagogik, Johannes Gutenberg-Universität.