Contact Person for Assessment: Robert Edgell
Unit's Primary Department: KSB-Genl

Learning Outcome: LO1: Functional Business Knowledge
Develop a foundation in each of the functional areas of business including accounting and financial analysis, production and marketing of goods and services, management of people and organizations, group dynamics and team diversity, and information and technology management.

Outcome Year: 2012-2013
Start Date: 01/01/2013
Outcome Status: Active Learning Outcome

<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Target</th>
<th>Schedule/Cycle</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 60-minute, 50-question on-line exam in which each of the ten core courses listed above was represented by five multiple choice questions.</td>
<td>Our target for this exam is that 80 percent or more of the respondents answer 60% or more of the exam questions correctly.</td>
<td>Every year</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Measure Type: Quiz/ Exam

Related Courses
- ACCT-241 - Principles of Managerial Acct
- FIN-365 - Business Finance
- MGMT-201 - Global Corporate Citizenship
- MGMT-353 - Mgmt & Organizational Behavior
- MGMT-458 - Business Policy and Strategy

Learning Outcome: LO2: Strategic Thinking and Inegration
Develop strategic decision-making abilities by integrating academic (across disciplines) and experiential learning with an appreciation of the global, legal, ethical, public-interface, and societal dimensions of business.

Outcome Year: 2012-2013
Start Date: 02/08/2013
Outcome Status: Active Learning Outcome

<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Target</th>
<th>Schedule/Cycle</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 60-minute, 50-question on-line exam in which each of the ten core courses listed above was represented by five multiple choice questions. A subset of those questions were used to assess LO2.</td>
<td>Our target for this exam is that 80 percent or more of the respondents answer 60% or more of the exam questions correctly.</td>
<td>Every year</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Measure Type: Quiz/ Exam
Learning Outcome: LO3: Analytical Skills
Know how to use technology and analytical tools (models) to improve efficiency, productivity, problem solving, and communication.

**Outcome Year:** 2012-2013  
**Start Date:** 02/01/2013  
**Outcome Status:** Active Learning Outcome

<table>
<thead>
<tr>
<th>Assessment Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment Method</strong></td>
</tr>
<tr>
<td>A 60-minute, 50-question on-line exam in which each of the ten core courses listed above was represented by five multiple choice questions. A subset of those questions were used to assess LO3.</td>
</tr>
<tr>
<td>The exam was administered via an online survey tool (Survey Console) at intervals during the Spring 2013 semester to students enrolled in MGMT-458. See Attached Plan.</td>
</tr>
</tbody>
</table>

**Measure Type:** Quiz/ Exam

Learning Outcome: LO4: Communication Skills
Demonstrate professional competence in oral, written, and interpretational communication skills in a business setting.

**Outcome Year:** 2012-2013  
**Start Date:** 02/01/2013  
**Outcome Status:** Active Learning Outcome

Learning Outcome: Analy. Skills
Prof. Knowledge: To understand how to use technology and analytical tools to improve efficiency, productivity, problem solving, and communication. (See supporting documents for details.)

**Outcome Year:** 2009-2010  
**Start Date:** 09/03/2007  
**Outcome Status:** Archived Learning Outcome

<table>
<thead>
<tr>
<th>Assessment Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment Method</strong></td>
</tr>
<tr>
<td>An exam question in ITEC-200 that requires that students identify all key IT infrastructure components, based on a basic description of a business application using information technologies (e.g. a bank's ATM, a supermarket self-check-out, automated EZ Pass toll collection, airport airline self-check in, etc.)</td>
</tr>
<tr>
<td>Measure Type: Quiz/ Exam</td>
</tr>
</tbody>
</table>

In general, assessments will be based on examination responses in analytical-intensive core courses. (See attached report.) For AY 9-10, assessment was based on final exam questions for ITEC-355 (Production & Operations Management) that required students to set up decision tree and linear programming models.

**Measure Type:** Quiz/ Exam

80% of students whose work is assessed achieve score of 3 (or 5) or better in each indicator.  
AY 13-14, then every 4th year. Knowledgeable faculty not teaching ITEC-200 during the assessment year.  
Yes

Learning Outcome: Develop Intellectual Curiosity and Creative Thinking
CORE Knowledge: To develop a student's intellectual curiosity and ability to think creatively, reason logically and to encourage respect for diverse ideas and people.

**Outcome Year:** 2012-2013
Learning Outcome: Global Business and Economic Perspective
CORE Knowledge: To develop a global perspective on business operations and economics

Outcome Year: 2012-2013
Start Date: 01/01/2012
Outcome Status: Archived Learning Outcome

Learning Outcome: Concepts and Application of Accounting, Finance
CORE Knowledge: To develop a foundation in the concepts and applications of accounting, financial analysis, and business finance.

Outcome Year: 2012-2013
Start Date: 01/01/2012
Outcome Status: Archived Learning Outcome

Learning Outcome: Understanding of How Markets Work
CORE Knowledge: To develop an understanding of how goods and services are produced and marketed.

Outcome Year: 2012-2013
Start Date: 01/01/2012
Outcome Status: Archived Learning Outcome

Learning Outcome: Legal and Ethical Dimensions of Decision-Making
CORE Knowledge: To develop an appreciation of the legal, ethical, and social dimensions of business decision-making.

Outcome Year: 2012-2013
Start Date: 01/01/2012
Outcome Status: Archived Learning Outcome

Learning Outcome: Management and Business Enterprise Understanding
CORE Knowledge: To develop and understanding of basic management theory and organizational dynamics of the contemporary business enterprise.

Outcome Year: 2012-2013
Start Date: 01/01/2012
Outcome Status: Archived Learning Outcome

Learning Outcome: Communications Skills
Prof. Knowledge: To demonstrate professional competence in oral, written, and interpersonal communication skills in a business setting. (See supporting documents for details.)

Outcome Year: 2007 and prior
2008-2009
2009-2010
2010-2011
2011-2012

Start Date: 09/03/2007
Outcome Status: Active Learning Outcome

<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Target</th>
<th>Schedule/Cycle</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment will be based on written assignments in writing-intensive core courses. (See attached report.) For AY 2010-11, assessments are based on written assignments from IBUS-300 and MKTG-300. Assessors evaluate the audience &amp; purpose, overall content, language and style, and result (impact) of the writing assignment.</td>
<td>80% of students whose work is assessed achieve score of 3 (or 5) or better in each indicator.</td>
<td>AY 14-15, then every 4th year.</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Assessment Plan

<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Target</th>
<th>Schedule/Cycle</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Assignment</td>
<td>80% of students whose work is assessed achieve score of 3 (or 5) or better in each indicator.</td>
<td>AY 14-15, then every 4th year.</td>
<td>Yes</td>
</tr>
<tr>
<td>Measure Type:</td>
<td>Presentation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Related Documents:</td>
<td>BSBA Comm Oral AY1011 (F)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Assessment will be based on oral presentations in presentation-intensive core courses. (See attached report.) For AY 2010-11, assessments are based on oral presentations from MGMT-201 and MGMT-458. Assessors evaluate the audience & purpose, content, delivery, and result (impact) of the presentation.

Learning Outcome: Strategic Decision-Making and Integrated Learning
CORE Knowledge: To develop an ability to integrate learning across academic disciplines and to develop strategic decision-making skills.

Outcome Year: 2012-2013
Start Date: 01/01/2012
Outcome Status: Archived Learning Outcome

Learning Outcome: Group Dynamics and Team Work
Prof. Knowledge: To understand the nature of group dynamics and how teams of divers individuals work together to analyze and solve business problems.

Outcome Year: 2012-2013
Start Date: 01/01/2012
Outcome Status: Active Learning Outcome

Learning Outcome: Managerial Accounting
Managerial Accounting (See supporting documentation for details.)

Outcome Year: 2007 and prior
2008-2009
2009-2010
2010-2011
2011-2012
Start Date: 09/03/2007
Outcome Status: Archived Learning Outcome

Assessment Plan

<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Target</th>
<th>Schedule/Cycle</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETS Major Field Test for Business.</td>
<td>80% of students taking exam acheive 70% or better on each indicator.</td>
<td>AY07-08, then every 3rd year. ETS test results reviewed by CAC members.</td>
<td>Yes</td>
</tr>
<tr>
<td>Measure Type:</td>
<td>Quiz/ Exam</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Related Documents:</td>
<td>BSBA Comm Written AY1011 (F)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Learning Outcome: Financial Accounting
Financial Accounting (see supporting documentation for details.)

Outcome Year: 2007 and prior
2008-2009
2009-2010
2010-2011
2011-2012
<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Target</th>
<th>Schedule/Cycle</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETS Major Field Test for Business.</td>
<td>80% of students taking exam achieve 70% or better on each indicator.</td>
<td>AY07-08, then every 3rd year. ETS test results reviewed by CAC members.</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Learning Outcome: Business Finance

Business Finance (See supporting documentation for details.)

**Outcome Year:** 2007 and prior
- 2008-2009
- 2009-2010
- 2010-2011
- 2011-2012

**Start Date:** 09/03/2007
**Outcome Status:** Archived Learning Outcome

<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Target</th>
<th>Schedule/Cycle</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETS Major Field Test for Business.</td>
<td>80% of students taking exam achieve 70% or better on each indicator.</td>
<td>AY07-08, then every 3rd year. ETS test results reviewed by CAC members.</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Learning Outcome: International Business

International Business (See supporting documentation.)

**Outcome Year:** 2007 and prior
- 2008-2009
- 2009-2010
- 2010-2011
- 2011-2012

**Start Date:** 09/03/2007
**Outcome Status:** Archived Learning Outcome

<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Target</th>
<th>Schedule/Cycle</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETS Major Field Test for Business.</td>
<td>80% of students taking exam achieve 70% or better on each indicator.</td>
<td>AY07-08, then every 3rd year. ETS test results reviewed by CAC members.</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Learning Outcome: Information Technology

Information technology (See supporting documentation for details.)

**Outcome Year:** 2007 and prior
- 2008-2009
- 2009-2010
- 2010-2011
- 2011-2012

**Start Date:** 09/03/2007
**Outcome Status:** Archived Learning Outcome

<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Target</th>
<th>Schedule/Cycle</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETS Major Field Test for Business.</td>
<td>80% of students taking exam achieve 70% or better on each indicator.</td>
<td>AY07-08, then every 3rd year. ETS test results reviewed by CAC members.</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Learning Outcome: Global Corporate Citizenship

Global corporate citizenship (See supporting documentation for details.)

**Outcome Year:** 2007 and prior
- 2008-2009
- 2009-2010
- 2010-2011
- 2011-2012

**Start Date:** 09/03/2007
**Outcome Status:** Archived Learning Outcome

---

Learning Outcome: Production and Operations Management (See supporting document for details.)

**Outcome Year:** 2007 and prior
- 2008-2009
- 2009-2010
- 2010-2011
- 2011-2012

**Start Date:** 09/03/2007
**Outcome Status:** Archived Learning Outcome