

# Program Assessment Plan

## American University

### Academic Program: KSB: Business Administration - BSBA

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Contact Person for Robert Edgell

Assessment:

Unit's Primary Department: KSB-GenI

#### Learning Outcome: Financial Accounting

Financial Accounting (see supporting documentation for details).

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

Start Date: 09/01/2007

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
ETS Major Field Test for Business. <b>Measure Type:</b> Quiz/ Exam	80% of students taking exam acheive 70% or better on each indicator.	AY07-08, then every 3rd year. ETS test results reviewed by CAC members.	Yes

#### 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: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
ETS Major Field Test for Business. <b>Measure Type:</b> Quiz/ Exam	80% of students taking exam acheive 70% or better on each indicator.	AY07-08, then every 3rd year. ETS test results reviewed by CAC members.	Yes

#### 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: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active

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ETS Major Field Test for Business. <b>Measure Type:</b> Quiz/ Exam	80% of students taking exam acheive 70% or better on each indicator.	AY07-08, then every 3rd year. ETS test results reviewed by CAC members.	Yes

**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:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
ETS Major Field Test for Business. <b>Measure Type:</b> Quiz/ Exam	80% of students taking exam acheive 70% or better on each indicator.	AY07-08, then every 3rd year. ETS test results reviewed by CAC members.	Yes

**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:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
ETS Major Field Test for Business. <b>Measure Type:</b> Quiz/ Exam	80% of students taking exam acheive 70% or better on each indicator.	AY07-08, then every 3rd year. ETS test results reviewed by CAC members.	Yes

**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:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
ETS Major Field Test for Business. <b>Measure Type:</b> Quiz/ Exam	80% of students taking exam acheive 70% or better on each indicator.	AY07-08, then every 3rd year. ETS test results reviewed by CAC members.	Yes

**Learning Outcome: Management and Organizational Behavior**

Management and organizational behavior (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:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
ETS Major Field Test for Business. <b>Measure Type:</b> Quiz/ Exam	80% of students taking exam acheive 70% or better on each indicator.	AY07-08, then every 3rd year. ETS test results reviewed by CAC members.	Yes

**Learning Outcome: Production and Operations Mgmt**

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:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
ETS Major Field Test for Business. <b>Measure Type:</b> Quiz/ Exam	80% of students taking exam acheive 70% or better on each indicator.	AY07-08, then every 3rd year. ETS test results reviewed by CAC members.	Yes

**Learning Outcome: Marketing**

Marketing (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:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
ETS Major Field Test for Business. <b>Measure Type:</b> Quiz/ Exam	80% of students taking exam achieve 70% or better on each indicator.	AY07-08, then every 3rd year. ETS test results reviewed by CAC members.	Yes

### Learning Outcome: Analytical Skills

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:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
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.) <b>Measure Type:</b> 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
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. <b>Measure Type:</b> 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.	Yes

### Learning Outcome: Communications Skills

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

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
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 & purpose, overall content, language and style, and result (impact) of the writing assignment. <b>Measure Type:</b> Written Assignment <b>Related Documents:</b>	80% of students whose work is assessed achieve score of 3 (or 5) or better in each indicator.	AY 14-15, then every 4th year.	Yes

## Assessment Plan

Assessment Measure	Target	Schedule/Cycle	Active
<p><a href="#">BSBA Comm Written AY1011 (F)</a></p> <p>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 &amp; purpose, content, delivery, and result (impact) of the presentation.</p> <p><b>Measure Type:</b> Presentation</p> <p><b>Related Documents:</b> <a href="#">BSBA Comm Oral AY1011 (F)</a></p>	80% of students whose work is assessed achieve score of 3 (or 5) or better in each indicator.	AY 14-15, then every 4th year.	Yes