

**ASSESSMENT PLAN**  
**Spring 2017**

**BBA Management Concentration**  
**(Instructional Degree Program)**

**Undergraduate**  
**(Degree Level)**

**Program Mission:**

The Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. The department's goal is to be the best small business department in the Southwest, preparing students to be confident, competent, ethical and responsible decision makers, managers, leaders and agents of economic and social betterment in today's changing global business environment.

**Student Learning Outcome 1:**

Students will analyze ethical issues and recommend appropriate courses of action.

**Traits Specifically Linked to Student Learning Outcome 1**

Mastery of Content Knowledge and Skills  
Communication Skills  
Critical and Reflective Thinking Skills  
Effective Use of Technology  
Qualitative or Quantitative Analysis  
Teamwork

**First Means of Assessment for Outcome 1:**

Ethics paper in MGMT 386, Human Resources Management.

Criterion measure: 75% of students will score 70% or better = criterion measure met.

**Second Means of Assessment for Outcome 1:**

Homework assignment on ethical issues and recommended courses of action in MGMT 453, Organizational Leadership

Criterion measure: 75% of students will score 70% or better = criterion measure met.

**Student Learning Outcome 2:**

Students will explain different theories and practices that organizations use to achieve their goals and motivate employees.

**Traits Specifically Linked to Student Learning Outcome 2**

Mastery of Content Knowledge and Skills  
Effective Communication Skills  
Critical and Reflective Thinking Skills  
Effective Use of Technology  
Qualitative or Quantitative Analysis  
Teamwork

**First Means of Assessment for Outcome 2:**

Exam on how firms use compensation, benefits and other incentives to motivate employees in MGMT 386, Human Resources Management.

Criterion measure: 75% of students will score 70% or better = criterion measure met.

**Second Means of Assessment for Outcome 2:**

Score on leadership paper using a four-frame model in MGMT 453, Organizational Leadership.  
Criterion measure: 75% of students will score 70% or better = criterion measure met.

**Student Learning Outcome 3:**

Students will explain how entrepreneurs and businesses innovate, plan and execute projects.

**Traits Specifically Linked to Student Learning Outcome 3**

Mastery of Content Knowledge and Skills  
Effective Communication Skills  
Critical and Reflective Thinking Skills  
Effective Use of Technology  
Qualitative or Quantitative Analysis  
Teamwork

**First Means of Assessment for Outcome 3:**

Score on project management life cycle and tactical project plan in MIS 480, Project Management.

Criterion measure: 75% of students will score 70% or better = criterion measure met.

**Second Means of Assessment for Outcome 3:**

Score on reaction paper in which students will analyze an entrepreneurial case study in business and technology current events in MGMT 431, Entrepreneurial Forum.

Criterion measure: 75% of students will score 70% or better = criterion measure met.