

**ASSESSMENT PLAN**  
**Spring 2017 – Summer 2018**

**Business Undergraduate: Common Outcomes**  
(Instructional Degree Program)

**BBA**  
(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 perform qualitative business analysis of a company and make business decisions based on the analysis.

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

- Mastery of content knowledge and skills
- Critical and reflective thinking skills
- Effective use of technology
- Effective communication skills
- Quantitative or Qualitative analysis
- Team Work

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

Marketing presentation score in MKTG 302, Principles of Marketing.  
Criterion measure: 75% of students will score 70% or better = meets the outcome

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

Score on research project in MKTG 411, Marketing Research or BUS 411, Business Research.  
Criterion measure: 75% of students will score 70% or better = meets the outcome

**Student Learning Outcome 2:**

Students will perform quantitative business analysis to make business decisions based on the analysis.

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

- Mastery of content knowledge and skills
- Critical and reflective thinking skills
- Effective use of technology
- Effective communication skills
- Quantitative or qualitative analysis

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

Exam on compound interest, future value, present value and marginal analysis in Business 200, Business Analysis Methods.  
Criterion measure: 75% of students will score 70% or better = meets the outcome.

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

Final case study assignment requiring the application of optimization models in a spreadsheet program in MGMT 325, Operation Research and Scientific Management.

Criterion measure: 75% of students will score 70% or better = meets the outcome.

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

Quiz on financial ratios in Finance 341, Financial Management 1.

Criterion measure: 75% of students will score 70% or better = meets the outcome.

**Student Learning Outcome 3:**

Business students will work in teams to strategically address business and management issues in a simulation game.

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

Mastery of content knowledge and skills

Critical and reflective thinking skills

Effective use of technology

Effective communication skills

Teamwork

Quantitative or qualitative analysis

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

Final score on the Business Strategy Game in MGMT 489, Strategic Management.

Criterion Measure: 70% of students will achieve a strategy game year-to-date score in final year that is equivalent to 70% or better of the worldwide average year-to-date score = meets the outcome.

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

Group presentation score in MGMT 489, Strategic Management.

Criterion measure: 75% of students will score 70% or better = meets the outcome.