

ASSESSMENT PLAN
Spring 2020 – Summer 2021

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
- Teamwork

First Means of Assessment for Outcome 1:

Marketing presentation score in MKTG 2110, 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 BUSA 4110, 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:

Spreadsheet assignment on future value (FV), present value (PV), present value the payment (PMT), etc. in BMIS 3760, Integrated Business Applications.
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 3250, 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 BFIN 2110, Introduction to Finance.

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 Simulation in MGMT 4890, 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 4890, Strategic Management.

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