

College of Business Learning Goals

Goal 1: Students graduating with a BSBA degree will demonstrate competency in business knowledge and its application.

Learning Objective 1.1: Demonstrate understanding of fundamental business knowledge knowledge.

Target: Students will exceed expectations by scoring on average above one standard deviation of mean or meet expectations within one standard deviation of mean. Students will be below expectations if scored below one standard deviation of mean.

Assessment Instrument: Major Field Test from Educational Testing Service.

Legends: ■ Did not meet Meet ■ Exceed ■

Subject	Spring 2016	Spring 2017
Accounting		
Economics		
Management		
Quantitative Business Analysis		
Finance		
Marketing		
Legal and Social Environment		
Information Systems		
International Issues		
Total Test Scaled Score		

Learning Objective 1.2: Student will demonstrate proficiency in using business-related software applications.

Target: 70% of students are expected to score above 70% on Excel Proficiency test.

Assessment Instrument: Course Embedded Measure.

Test	Fall 2016	Spring 2017	Fall 2017
Excel Proficiency Pre-Test			
Excel Proficiency Post-Test			

Learning Objective 1.3: Student will demonstrate competency in integrating knowledge across business disciplines.

Target: Students will perform at or above national mean on Capsim business simulation.

Assessment Instrument: CompXM Global DNA Simulation from Capsim.

Metrics	Spring 2016	Spring 2017
Asset Turnover		
Contribution Margin		

Customer Satisfaction		
Earnings Per Share		
Leverage		
Forecasting Efficiency		
Plant Utilization		
Excess Inventories		
Return on Equity		
Stock Price		

Goal 2: Students graduating with a BSBA degree will demonstrate competency in applying appropriate problem solving and decision making skills.

Learning Objective 2.1: Students will identify a business problem, develop and evaluate alternative solutions, and make appropriate recommendations.

Target: We expect that 80% of students will achieve a 3 (meeting expectations) or higher on the assessment.

Assessment Instrument: Course Embedded Measure.

Criteria	Fall 2016	Spring 2017
Define Problem		
Identify Strategies		
Propose solutions		

Learning Objective 2.2: Students will assess the outcomes of a course of action and make appropriate adjustments.

Target: We expect that 80% of students will achieve a 3 (meeting expectations) or higher on the assessment.

Assessment Instrument: Course Embedded Measure.

Criteria	Fall 2016	Spring 2017
Evaluate potential solutions		
Implement solution		
Evaluate outcomes		

Goal 3: Students graduating with a BSBA degree will demonstrate effective communication and interpersonal skills.

Learning Objective 3.1: Students will effectively write a business document.

Target: We expect that 80% of students will achieve a 3 (meeting expectations) or higher on the assessment.

Assessment Instrument: Course Embedded Measure.

Criteria	Spring 2016	Spring 2017
Purpose/audience		
Logic of the argument		
Organization		
Style		
Content		
Structure and Mechanics		
Format		

Learning Objective 3.2: Students will make effective oral presentations.

Target: We expect that 80% of students will achieve a 3 (meeting expectations) or higher on the assessment.

Assessment Instrument: Course Embedded Measure.

Criteria	Spring 2016	Spring 2017
Organization		
Content		
Professional appearance		
Eye contact		
Voice quality and control		
Audience engagement		

Learning Objective 3.3: Students will demonstrate the understanding and application of teamwork.

Method 1:

Target: We expect that 80% of student will respond correctly.

Assessment Instrument: Course Embedded Measure.

Criteria	Spring 2015
Team participation	
Team efficacy	
Team definition	
Team coordination	
Team participation	

Team cohesion	
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Method 2 (adopted for current and future assessments):

Target: Students will perform at or above national mean on Capsim simulation.

Assessment Instrument: Capsim simulation.

Criteria	Fall 2017
Team Confidence	
Team Cooperation	
Team Coordination	
Team Cohesion	
Team Conflict	

Goal 4: Students graduating with a BSBA degree will recognize the ethical aspects of business.

Learning Outcome 4.1: Student will recognize the context of the ethical situation (economic, legal or cultural).

Target: Our expectations are that at least 70% of students will have achieved a 1 or higher.

Assessment Instrument: Course Embedded Measure.

Criteria	Spring 2016	Spring 2017
Recognize the context of the ethical situation		

Learning Outcome 4.2: Student will define the ethical responsibilities of business organizations.

Target: Our expectations are that at least 70% of students will have achieved a 1 or higher.

Assessment Instrument: Course Embedded Measure.

Criteria	Spring 2016	Spring 2017
Define the ethical responsibilities of business organizations		

Learning Outcome 4.3: Student will describe the ramifications of unethical behavior.

Target: Our expectations are that at least 70% of students will have achieved a 1 or higher.

Assessment Instrument: Course Embedded Measure.

Criteria	Spring 2016	Spring 2017
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Describe the ramifications of unethical behavior		
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