

## BBA Assessment Plan

### BBA Program

**Learning Objective 1a:** Students will be able to use appropriate analytical techniques to identify and frame problems, generate and compare alternatives, and use knowledge and reasoning skills to optimize organizational performance.

**Course(s) Assessed:** MGMT 4347

**Measure:** Students will demonstrate learning and mastery of subject matter through their performance on the Capstone<sup>®</sup> Business Simulation.

**Benchmark (meet):** The College's mean score will be in the 50<sup>th</sup> percentile or above.

**Learning Objective 1b:** Students will be able to accurately apply the appropriate quantitative skills to solve specific problems in various business disciplines.

**Course(s) Assessed:** FINA 3330; MGMT 3344; QMTH 2330; ACCT 4315

**Measure:** Students will demonstrate sufficient quantitative skills through their performance on targeted pre- and post-testing in designated courses

**Benchmark (meet):** Mean score of students assessed will improve; post-test mean score of students assessed will be 70% or above

**Learning Objective 2a:** Students will be able to identify cultural/global perspectives among stakeholders

**Course(s) Assessed:** ECON 2310; MGMT 3344; MKTG 3350; ACCT 4315

**Measure:**

ECON 2310 students will take a series of Blackboard-hosted quizzes related to global business. MGMT 3344, MKTG 3350, and ACCT 4315 students will take a pre-test and a post-test of questions regarding global perspectives.

**Benchmark (meet):** The mean number of points for all ECON 2310 students will be equal to or greater than 70% of the total points that could possibly be earned on the Blackboard quizzes. In MGMT 3344, MKTG 3350, and ACCT 4315 there will be a statistically significant improvement in the mean score of all students assessed between the pre-test and the post-test.

**Learning Objective 3a:** Students will be aware of ethical issues inherent in business decisions and articulate the manner in which they arrived at an ethical decision

**Course(s) Assessed:** MGMT 3340

**Measure:** Students will complete an assignment (business case or other writing assignment) dealing with ethical decision making or the social responsibility of business.

**Benchmark (meet):** Mean score of students assessed with the rubric will be four (4) points, or greater, out of the available six (6) points.

**Learning Objective 3b:** Students will be aware of legal issues inherent in business decisions

**Course(s) Assessed:** ACCT 2321

**Measure:** Students will demonstrate knowledge of government regulation, employment law, property law, and contract law. Students will be assessed by their performance on objective questions embedded in an exam.

**Benchmark (meet):** Mean score of students will be 70% or above.

**Learning Objective 4a:** Students will be able to produce professional quality business documents

**Course(s) Assessed:** ACCT 4304, ECON 4380, FINA 4336, INSU 4320, MGMT 4348, MIS 3328, MKTG 4355

**Measure:** Students will prepare a report, paper, or case analysis on a discipline-specific topic in the writing-intensive course designated in their majors. A grading rubric will be used to assess writing in each of the writing-intensive courses.

**Benchmark (meet):** Mean score of students assessed with the rubric will be nine (9) points, or greater, out of fourteen (14) available points.

**Learning Objective 4b:** Students will be able to deliver professional quality oral presentations

**Course(s) Assessed:** MGMT 2301, MKTG 2376

**Measure:** Students will give an oral presentation on a business topic. A grading rubric will be used to assess levels of skills.

**Benchmark (meet):** Mean score of students assessed with the rubric will be 38 points, or greater, out of the 55 available points.

**Learning Objective 5a:** Students will be able to work in teams to solve business problems

**Course(s) Assessed:** MGMT 4347

**Measure:** Students will complete group projects as part of the Capstone© Business Simulation. Using Capstone's internal teamwork assessment process, each student will be assessed by peers several times during a semester.

**Benchmark (meet):** The cumulative mean score of all students will be 70% or above.

**Learning Objective 6a:** Students will be able to effectively apply business-oriented software applications to manage data in support of business operations

**Course(s) Assessed:** MIS 2343

**Measure:** Students will be assessed using a test question set that requires a demonstration of Microsoft Excel & Access application skills. The questions are embedded in an end of course module provided by Cengage.

**Benchmark (meet):** The mean score of all students assessed will be equal to or greater than 70% of the points possible on the exam questions.

**Learning Objective 6b:** Students will be able to understand the role of information systems in support of organizational activities

**Course(s) Assessed:** MIS 3321, ACCT 3320

**Measure:** MIS 3321 students will be assessed by their performance on objective questions embedded in an exam. ACCT 3320 students will be assessed by their performance on objective questions embedded in an exam.

**Benchmark (meet):** In MIS 3321, the mean score of all students assessed will be equal to or greater than 70% of the points possible on the exam questions. In ACCT 3320, the mean score of all students assessed will be equal to or greater than 70% of the points possible on the exam questions.

**Learning Objective 7a:** Students will be able to demonstrate understanding of key concepts and theories in various functional areas of business and the ability to draw on knowledge and insights from a variety of disciplines when analyzing and formulating solutions to problems and opportunities

**Course(s) Assessed:** MGMT 4347

**Measure:** Students will demonstrate learning and mastery of subject matter through their performance on the Capstone<sup>®</sup> Comp-XM examination.

**Benchmark (meet):** Mean score of all students completing the exam shall be equal to 50% in each of the subject areas.