

**BACHELOR BUSINESS ADMINISTRATION  
GENERAL BUSINESS ADMINISTRATION  
ASSESSMENT PLAN**

**COB Vision**

Our vision is to be the leading regional public business college in Arkansas, with national recognition in selected fields or areas.

**COB Statement of Mission and Core Values**

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current and responsive curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the regional and global business community. In carrying out this mission, the College of Business is guided by the following core values:

**1. Intellectual Excellence.**

- 1.1. **Educate students:** We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. **Scholarship:** We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. **Cultural competence:** We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. **Physical learning environment:** We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

**2. Community.**

- 2.1. **Collegiality:** We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. **Service:** We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

**3. Diversity.**

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

**4. Integrity.**

- 4.1. **Ethics:** We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

- 4.2. **Responsibility:** We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

To achieve this mission we are committed to the pursuit of the following Learning Goals:

## **BBA**

*Our graduates shall possess:*

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

For each Learning Goal, the COB has defined at least one corresponding Learning Objective.

Consistent with the College's values, vision, and mission, the business faculty identified a learning goal specific to the BBA in General Business degree program. For the learning goal, one or more objectives have been specified.

**Learning Goal #8:** Our students will demonstrate the decision-making, organizing, and interaction knowledge and skills needed necessary to meet the requirements of the global business environment.

**Objective #1:** Discipline-Specific Analysis: Students will demonstrate learning and mastery of subject matter through their performance on the Capstone<sup>©</sup> Business Simulation in MGMT 4347.

**Measure:** College percentile placement, relative to other schools which use the Capstone<sup>©</sup> Business Simulation.

**Benchmark:** The mean score of management majors will be in the 50th percentile or above.

**Frequency:** Every semester MGMT 4347 is offered