

UNIVERSITY OF CENTRAL ARKANSAS

ACADEMIC ASSESSMENT PLAN

Requirements

1. *Submit with New Program Proposal*
 - a. *Programs are encouraged to consult with the Office of University Assessment.*
 - b. *Contact information assessment@uca.edu*
2. *Send copy of Assessment Plan to the Office of University Assessment, Wingo 215.*
3. *Update the Program Assessment Plan based upon EAPR or Accreditation Cycles.*

Basic Information

Program Name: Applied Economics

College: College of Business

Department: Economics, Finance, Insurance, and Risk Management

Program Level (check all that apply)

- ☐ Associate's
- ☒ Bachelor's
- ☐ Undergraduate Certificate
- ☐ Master's
- ☐ Doctoral
- ☐ Graduate Certificate

Date Plan Submitted: 12/01/2025

College Dean & email: Dr. Tim Bisping; tbisping@uca.edu

College Curriculum Committee Chairperson & Email: Steve Schlachter, sschlachter@uca.edu

Department Chairperson & email: Joe McGarrity, joem@uca.edu

Department Curriculum Committee Chairperson & email: Tammy Rogers, trogers@uca.edu

1. Introduction (identify college, unit, and degree programs)

- Purpose

We are reconfiguring the BA because the version that we want to change was too similar to our BBA in Economics, and as a result had a low enrollment. The reconfigured BA program will be substantially different from our other offerings. It will focus on the applied course work, which will provide the skills and background our students will need to succeed in the types of jobs that our students are likely to want to pursue.

The degree will be housed as follows. College: College of Business; Unit: The Economics portion of EFIRM; Degree program: BA in Applied Economics.

- Unit Mission Statement

We educate a diverse population of current and future business professionals and academic leaders to successfully meet the challenges of their work environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality economics education via experiential education, a relevant curriculum, an inclusive learning environment. We pursue continuous improvement opportunities to add value for our students and our other stakeholders.

2. Student Outcomes

- Learning Outcomes by Program (focused on student performance, clearly stated, and measurable)

See the learning goals listed in section five of this document.

3. Assessment Cycle

- Assessment Cycle will be determined with assistance from the Office of Assessment. The assessment cycle has been designed to match the cycle of assessments in the BBA in Economics for ECON 4380. Econ 4380 is a required class for the BA, BS, and BBA in Economics. The three learning outcomes are assessed college wide for AACSB (our accreditation agency). We just follow the college's assessment schedule, which appears below. Of course, we cannot improve during the first year of a new program.

Year	Oral Communication	Written Communication	Discipline Specific
2026-7	--	improve	improve
2027-8	improve	--	assess
2028-9	assess	assess	improve
2029-30	--	improve	--
2030-1	assess	--	--

4. Curriculum Map

- Office of Assessment will provide examples and consultative services to meet this requirement.

See attachment

5. Assessment Methods and Measures (Formative and Summative recommended)

- Record the assessment measure(s) that evaluate each student learning outcome (note: each learning outcome should have an associated assessment measure).
- Direct Methods/Measures Preferred/Used at the Course and Program Levels (examples: writing examples, oral examinations, internships, clinicals, quizzes, test, team/group projects and presentations)
- Indirect Methods/Measures Preferred/Used at the Course and Program Levels (examples: surveys, quantitative data, course grades, alumni surveys, student evaluation of instruction)

Direct Methods

Discipline-Specific Knowledge

- 1) **Learning Goal:** Our graduates shall possess a knowledge base that helps students ask more informed questions and analyze complex situations

Learning Objective 1a: Students will be able to formulate an appropriate, discipline-specific question, research possible solutions, and provide accurate analysis.

Course Assessed: ECON 4380

Measure: Students will prepare a research paper or other assignment on a discipline-specific topic

Benchmark (meet): The mean of students' points will be at least 9.6 (of 12) or greater on the UCA Critical Inquiry Rubric A (80%).

Written Communication

- 2) **Learning Goal:** Our graduates shall possess effective communication abilities.

Learning Objective 2a: Students will be able to produce professional quality research documents.

Course Assessed: ECON 4380

Measure: Students will prepare a report, paper, or case analysis on a discipline-specific topic in the writing-intensive course designated in their majors.

Benchmark (meet): Mean score of students assessed with the rubric will be at least sixteen (16) points, or greater, out of twenty (20) available on the UCA Communication-Written Rubric.

Oral Communication

Learning Goal: Our graduates shall possess effective communication abilities.

- 3) **Learning Objective 2a:** Students will be able to produce professional quality research documents.

Course Assessed: ECON 4380

Measure: Students will prepare a report, paper, or case analysis on a discipline-specific topic in the writing-intensive course designated in their majors.

Benchmark (meet): Mean score of students assessed with the rubric will be at least sixteen (16) points, or greater, out of twenty (20) available on the UCA Communication-Written Rubric.

Indirect Methods

Every year the chair will conduct exit interviews with each graduating student. Approximately, every four years, the chair will conduct alumni surveys.

6. Data Collection and Review

- When will data be collected for each outcome?

Data will be collected according to the schedule outlined in section three of this document.

- How will data be collected for each outcome?

The instructor will score the assignment using the attached rubrics. Please note that the assessment is a separate evaluation than the grade on the assignment. They are scored separately.

- What will be the benchmark/target for each outcome?

An 80% mean score of the students assessed with the rubric.

- What individuals/groups will be responsible for data collection?

The instructor of the class holding the assessment will collect the data and turn it in to the COB's director of assessment.

7. Participation in Assessment Process

- Who will participate in carrying out the assessment plan?

The instructor will perform the assessment and report scores to the COB's director of assessment. All of the faculty of the College of Business will form an improvement team that will make recommendations. The improvement report will be shared with the economics faculty and the recommendations will be discussed in a meeting of economics faculty members and again in a college-wide Assurance of Learning meeting.

- What will be their specific role/s?

The roles of faculty members are described in the preceding answer.

8. Data Analysis

- How will the data and findings be shared with faculty?

The data and improvement team recommendations will be shared with faculty via email and then discussed in a faculty meeting.

- Who was involved in analyzing the results?

An improvement team composed of all members of the College of Business will analyze the direct method of evaluation and make recommendations.

- How are results aligned to outcomes and benchmarks?

See section five of this document to see how the outcomes of the assessment align with the benchmarks. Please note that we use mean scores to meet benchmarks because this is the method the business accreditation body requires that we use to assess the BBA in Economics. The BBA in Economics assesses the three learning goals assessed in the BA and BS in economics in Econ 4380. So to use a consistent assessment process in this class, across all three degree programs, we adopt the approach required by the business accreditation body.

9. Plan for Using Assessment Results to Improve Program

- How will you use the results to improve your program?

We will consider the improvement team's recommendations and the economists will meet to determine how to best implement the recommendations.

10. What are the plans to evaluate students' post-graduate success?

We will keep track of what seniors are doing right after graduation by conducting exit interviews. We will keep track of what they are doing several years after graduation by conducting alumni surveys. We will also keep track of our graduates by looking them up on LinkedIn.

11. What are the plans to evaluate teaching effectiveness?

Teaching effectiveness will be evaluated with student evaluations, and from exit interviews with graduating seniors and well as from an alumni survey.

12. Appendices-Required....Curriculum Maps by Program, Assessment Tools (examples: Rubrics, Surveys, Tests, etc.), any other important materials/documentation

See attached rubrics. example of assignment to be assessed, Exit Interview and Alumni Survey questions, and a Sample Degree Plan (note: the university no longer uses curriculum maps. It uses sample degree plans instead).

13. Submit Assessment Plan

- Send completed form electronically to assessment@uca.edu

For questions or concerns please contact:
Jacob Held, PhD 450-5307 jmheld@uca.edu
Alyson McEntire 450-5086 amcentire@uca.edu

Sample Degree Plan

Bachelor of Arts: Applied Economics

Fall – Semester 1

- 1) WRTG 1310 Introduction to College Writing or other approved writing alternative**
- 2) Math 1395 Business Math or LD UCA CORE First Year Seminar**
- 3) LD UCA Core Course**
- 4) Econ 2320 Principles of Macroeconomics or Econ 2321 Principles of Microeconomics**
- 5) LD UCA Core Course**

Spring – Semester 2

- 1) Econ 2320 Principles of Macroeconomics or Econ 2321 Principles of Microeconomics**
- 2) WRTG 1320 Academic Writing & Research or other approved writing alternative**
- 3) Math 1395 Business Math or LD UCA CORE First Year Seminar**
- 4) LD UCA Core Lab Science**
- 5) LD UCA Core Course**

Fall Semester 3

- 1) LD UCA CORE Lab Science**
- 2) LD UCA Core Course**
- 3) Minor Course**
- 4) Econ 3322 Law and Economics**
- 5) General Elective**

Spring – Semester 4

- 1) LD UCA Core Course**
- 2) Minor Course**

3) Minor Course

4) Econ 3310 Public Sector Economics

5) Econ 4360 Health Care Economics

Fall Semester 5

1) Econ 3327 Transportation Economics

2) Upper Division Major Elective (3)

3) Minor Course

4) Psyc 1300 General Psychology

5) General Elective

Spring Semester 6

1) Econ 4335 International Trade

2) Upper Division Major Elective (3)

3) Minor Course

4) General Elective

5) General Elective

Fall Semester 7

1) Psyc 4354 Judgement and Decision Making

2) Minor Course

3) General Elective

4) General Elective

5) General Elective

Spring – Semester 8

- 1) Econ 4380 Senior Seminar**
- 2) Minor Course (if needed)**
- 3) General Elective**
- 4) General Elective**
- 5) General Elective**

Sciences are four credit hour courses and the remaining classes are 3 credit hour courses.

