Expected Outcomes: Communication Skills

Students completing the Bachelor of Science in Business Administration will demonstrate communication skills to function effectively in a business environment.

Related typical general education outcomes:

7. Written Communication
8. Oral Communication

Assessment methods

Method: Oral Communication
No direct assessments were collected for the 2011-12 academic year.
Findings:
None

How did you use findings for improvement?
None

Additional comments:
None

Method: Written Communication
No direct assessments were collected for the 2011-12 academic year
Findings:
None

How did you use findings for improvement?
None

Additional comments:
None

Expected Outcomes: Spreadsheet Analysis

Students completing the Bachelor of Science in Business Administration will demonstrate spreadsheet analysis skill necessary to function effectively in a business environment.

Related typical general education outcomes:

1. Information Literacy

Assessment methods
Method: Spreadsheet Projects

No direct assessments were collected for the 2011-12 academic year.

Findings:

How did you use findings for improvement?

Additional comments:

Method: Senior Survey - Spreadsheet Question

The Senior Survey administered to graduating BSBA students will include a survey item to measure how well their degree program prepared them to demonstrate spreadsheet skills related to their field of study.

Findings:

In 2012, 77.1% of 170 students responding to the Senior Survey reported a score of 4.0 or higher on a 5-point scale where 5 = strongly agree and 1 = strongly disagree when asked whether their BSBA degree program prepared them to demonstrate spreadsheet analysis skills. The average rating given by seniors was 4.0/5-point scale. In 2011, 75.2% of 525 students reported a score of 4.0 or higher. The sample size for the 2012 survey was smaller because the survey was not administered during the fall semester for this academic year.

How did you use findings for improvement?

We will continue to administer the surveys to monitor student perceptions regarding the effectiveness of the degree program in teaching relevant spreadsheet skills.

Additional comments:

None

Expected Outcomes: Ethics and Business Law

Students completing the Bachelor of Science in Business Administration will demonstrate knowledge of ethical and legal responsibilities affecting business organizations.

Related typical general education outcomes:

2 Analytical and Critical Reading
3 Ability to Critique Arguments
4 Ability to Construct Arguments

Assessment methods

Method: ACCT 2990 Ethics exam

At least 75 percent of BSBA students will achieve an average score of 70 percent or more of the available points on examinations measuring knowledge of ethical issues and concepts in the ACCT 2990 (Business Law)

Findings:

In ACCT 2990, 76.3% of 1,122 students achieved a score of 70 percent or more of the available points on an examination measuring knowledge of ethical issues and concepts in 2012
compared with 83.7% of 962 students in 2011.

How did you use findings for improvement?
The goal values for this assessment have been met.

Additional comments:
None

Method: ACCT 2990 Business Law exam

At least 75 percent or more of BSBA students will achieve an average score of 70% or more of the available points on the final examination in ACCT-2990 (Business Law) measuring knowledge of legal responsibilities affecting business organizations.

Findings:

In 2012, 88.9% of 1,122 students achieved a score of 70 percent or more of the available points on an examination measuring knowledge of legal responsibilities affecting business organizations compared to 93.9% of 962 students assessed in 2011.

How did you use findings for improvement?
The goal values for this assessment have been met.

Additional comments:
None

Method: Senior Survey - Ethics Questions

Graduating students’ responses to two survey items on the Senior Survey will be used to obtain student perceptions of how well the COB degree program prepared them to understand ethical issues and the influence of law and administrative regulations on business decisions. At least 75 percent or more of the respondents will report a score of 4.0 or higher on a 5-point scale where 5 = strongly agree and 1 = strongly disagree.

Findings:

From the Senior Survey, 87.6% of 170 students in 2012 reported a score of 4.0 or higher on a 5-point rating scale where 5 = strongly agree and 1 = strongly disagree expressing agreement that their BSBA degree program prepared them to understand ethical issues in business. The average rating was 4.2/5-point scale. These results can be compared with 83.8% of 525 students in 2011. The sample size for the 2012 survey was smaller because the survey was not administered during the fall semester for this academic year. Also in 2012, 83.2% of 169 BSBA students reported a score of 4.0 or higher expressing agreement that their BSBA degree program prepared them to understand the influence of law and administrative regulations on business decisions with an average rating of 4.1. This compares with 87.9% of 528 BSBA students in 2011.

How did you use findings for improvement?
We will continue to administer the surveys to monitor student perceptions regarding the effectiveness of the degree program regarding students understanding of ethical issues and the influence of regulations on business decisions.

Additional comments:
None
Expected Outcomes: Multicultural and Diversity Issues

Students completing the Bachelor of Science in Business Administration will demonstrate knowledge of multicultural and diversity issues in organizations in a global economy.

Related typical general education outcomes:

9. Informed and Engaged Citizenship
10. Intercultural Knowledge and Diversity Awareness

Assessment methods

Method: MNGT 3100 Diversity exam questions

At least 75 percent of BSBA students will achieve an average score of 70 percent or more of the available points on an examination administered in MNGT 3100 (Principles of Management) measuring knowledge of multicultural and diversity issues in organizations in a global economy.

Findings:

In 2012, 97% of 47 students achieved a score of 70 percent or more of the available points on an examination measuring knowledge of multicultural and diversity issues in organizations in a global economy compared to 91.3% of 357 students assessed in 2011.

How did you use findings for improvement?

The goal values for this assessment have been met.

Additional comments:

None

Method: Senior Survey - Diversity Question

The Senior Survey administered to graduating BSBA students will include a survey item which requests their opinion as to whether their degree program prepared them to interact effectively with individuals from different cultures or backgrounds from their own. At least 75 percent or more of the respondents will report a score of 4.0 or higher on a 5-point scale where 5 = strongly agree and 1 = strongly disagree.

Findings:

In 2012, 82.7% of 168 BSBA students reported a score of 4.0 or higher on a 5-point scale where 5 = strongly agree and 1 = strongly disagree expressing agreement that their BSBA degree program prepared them to interact effectively with individuals from different cultures and backgrounds from their own. The average rating given by seniors was 4.1/5-point scale. These results compare with 75.6% of 524 students reporting a score of 4.0 or higher in 2011. The sample size for the 2012 survey was smaller because the survey was not administered during the fall semester for this academic year.

How did you use findings for improvement?

We will continue to administer the surveys to monitor student perceptions regarding the effectiveness of the degree program to prepare them for diverse work environments.

Additional comments:

None

Tuesday, February 05, 2013, Office of Institutional Research and Assessment
Expected Outcomes: Decision Making

Students completing the Bachelor of Science in Business Administration will demonstrate the ability to acquire, interpret, and analyze economic, financial, marketing, and operational data to support decision making.

Related typical general education outcomes:

2 Analytical and Critical Reading
3 Ability to Critique Arguments
5 Ability to Use Mathematical Methods
6 Ability to Solve Open-Ended Problems

Assessment methods

Method: STAT 2610 Exam Questions

At least 70 percent of BSBA students will achieve a score of 70 percent or more of the available points on a set of common exam questions administered in STAT-2610 (Statistics for Business and Economics) measuring each student's ability to acquire, interpret, and analyze economic, financial, marketing and operational data to support decision making.

Findings:

In 2012, 75.6% of 98 students achieved a score of 70% or higher on the common exam questions. This is the first time this set of common questions has been used. These results compare with 59% of 334 students scoring 70% or higher in 2011.

How did you use findings for improvement?

A new course sequence, MNGT 2600 (Business Analytics I) and MNGT 3600 (Business Analytics II), was offered beginning in Fall 2011 to replace STAT 2610. Common questions will be developed for these courses to be administered in the spring of 2013.

Additional comments:

None

Expected Outcomes: Team Work

Students completing the Bachelor of Science in Business Administration will demonstrate the ability to work effectively in teams.

Related typical general education outcomes:

9 Informed and Engaged Citizenship
10 Intercultural Knowledge and Diversity Awareness

Assessment methods

Method: Team Work

No direct assessments were collected for the 2011-12 academic year.

Findings:
How did you use findings for improvement?

Additional comments:

Method: Senior Survey - Team Work Question

The Senior Survey administered to graduating BSBA students will include a survey item which requests their opinion as to whether their degree program prepared them to work effectively as a member of a team.

Findings:

In 2012, 92.9% of 169 BSBA students reported a score of 4.0 or higher on a 5-point scale where 5 = strongly agree and 1 = strongly disagree when asked whether their BSBA degree program prepared them to work effectively as a member of a team. The average rating given by seniors was 4.4/5-point scale. In 2011, 90.9% of 527 BSBA students rated their preparation to work in teams as 4.0 or higher. The sample size for the 2012 survey was smaller because the survey was not administered during the fall semester for this academic year.

How did you use findings for improvement?

We will continue to administer the surveys to monitor student perceptions regarding the effectiveness of the degree program in preparing students to work in teams.

Additional comments:

None