

Undergraduate Curricular Program Assessment Plan

Program Name: Business and Economics Core

Applicable Major(s)/Degree(s): Bachelor of Accounting; Bachelor of Arts in Economics; and Bachelor of Business Administration in Economics, Entrepreneurship, Finance, Financial Markets, Financial Planning, Healthcare Management, Human Resource Management, Management Information Systems, Marketing, Marketing Analytics, Marketing and Graphic Design, and Organizational Management (additional program learning outcomes are presented in the assessment plans specific to majors).

Date: December 12, 2017; Revised March 13, 2018.

Section 1: Program Learning Outcomes and Assessment Methods

This table summarizes all program learning outcomes and related details for each outcome. Program learning outcomes identify what students will know and do as a result of completing the program.

Program Learning Outcome(s)	Campus SLO Alignment	Assessment Year	Assessment Methods/Measures	Performance Indicators
Goal 1: Communicate ideas effectively in written and oral form.				
<u>LO1A:</u> Demonstrate the ability to write business/professional documents clearly, concisely, and accurately.	#6a	2014/17/20	A course-embedded pre-test and post-test composition on two different scenarios that call for the same response genre. (scale: Unacceptable: 0; Inadequate: 2; Adequate: 4; Excellent: 6)	The percentage of students rated “Adequate” or higher on four dimensions (Opening, Explanation, Friendly Close, YOU-Focus, Concise/ Courteous, Grammar/ Mechanics, Format/ Style): 70%. Improvement from pre-test to post-test of at least 20%.
<u>LO1B:</u> Demonstrate the ability to speak effectively in public and in interpersonal situations.	#6b	2014/17/20	Oral presentation on a group project within a course. (scale: Unacceptable: 0; Inadequate: 2; Adequate: 4; Excellent: 6)	The percentage of students rated “Adequate” or higher on four dimensions (Organization, content, delivery, visual aids):70%.
Goal 2: Acquire quantitative analysis skills that can be used in managerial decision-making/economic analysis.				
<u>LO2A:</u> Demonstrate the ability to apply appropriate mathematical and statistical techniques to solve business/economics problems.	#3	2014/17/20	A course-embedded pre-test and post-test comparison of performance on MCQ questions related to different topics within statistical techniques. Scoring: 60-70% (Meet Expectations); >70% (Exceed Expectations)	Percentage of students rated “Meets Expectations” or higher: 70%. Improvement from pre-test to post-test of at least 20%.
Goal 3: Be able to work effectively in a team.				
<u>LO3A:</u> Recognize the factors necessary to work effectively in diverse teams.	#6c	2013/16/19	CATME (Comprehensive Assessment of Team Member Effectiveness) tool embedded within a course project.	The percentage of students rated 4 or higher on five dimensions: (Contributing to the Team's Work,

			Confidential ratings of self and teammates. Scale: 1 (Strongly Disagree); 2 (Disagree); 3 (Neither Agree Nor Disagree); 4 (Agree); 5 (Strongly Agree)	Interacting with Teammates, Keeping the Team on Track, Expecting Quality, Having Related Knowledge, Skills, and Abilities.): 70%.
LO3B: Demonstrate good interpersonal skills in teamwork contexts.	#6c	2013/16/19	CATME (Comprehensive Assessment of Team Member Effectiveness) tool embedded within a course project. Confidential ratings of self and teammates. Scale: 1 (Strongly Disagree); 2 (Disagree); 3 (Neither Agree Nor Disagree); 4 (Agree); 5 (Strongly Agree)	The percentage of students rated 4 or higher on five dimensions: (Contributing to the Team's Work, Interacting with Teammates, Keeping the Team on Track, Expecting Quality, Having Related Knowledge, Skills, and Abilities.): 70%.
Goal 4: Demonstrate appreciation of ethical and global issues in managerial/economics decision-making.				
LO4A: Apply understanding of relevant ethical issues in managerial situations.	#4	2016/17/20	A course-embedded pre-test and post-test comparison of performance on MCQ questions related to different aspects of ethical decision-making. Scoring: 60-70% (Meet Expectations); >70% (Exceed Expectations)	Percentage of students rated "Meets Expectations" or higher: 70%. Improvement from pre-test to post-test of at least 20%.
LO4B: Apply understanding of relevant global issues in managerial situations.	#7	2016/17/20	A course-embedded pre-test and post-test comparison of performance on a mix of essay and MCQ questions related to different aspects of global issues in decision-making. Scoring: 60-70% (Meet Expectations); >70% (Exceed Expectations)	Percentage of students rated "Meets Expectations" or higher: 70%. Improvement from pre-test to post-test of at least 20%.
Management Specific Skills (these learning outcomes apply to the BAcc and all BBA majors, and do not apply to the BA-Economics program)				
Goal 5: Demonstrate competency in the core areas of business.				
LO5A: Demonstrate knowledge and understanding of core concepts in Accounting.	#1	2015/18/21	A course-embedded pre-test and post-test comparison of performance on MCQ questions related to concepts in Accounting. Scoring: 60-70% (Meet Expectations); >70% (Exceed Expectations)	Percentage of students rated "Meets Expectations" or higher: 70%. Improvement from pre-test to post-test of at least 20%.

<u>LO5B</u> : Demonstrate knowledge and understanding of core concepts in Finance.	#1	2013/16/19	A course-embedded pre-test and post-test comparison of performance on MCQ questions related to concepts in Finance. Scoring: 60-70% (Meet Expectations); >70% (Exceed Expectations)	Percentage of students rated "Meets Expectations" or higher: 70%. Improvement from pre-test to post-test of at least 20%.
<u>LO5C</u> : Demonstrate knowledge and understanding of core concepts in Human Resource Management.	#1	2013/16/19	A course-embedded pre-test and post-test comparison of performance on MCQ questions related to concepts in Human Resource Management. Scoring: 60-70% (Meet Expectations); >70% (Exceed Expectations)	Percentage of students rated "Meets Expectations" or higher: 70%. Improvement from pre-test to post-test of at least 20%.
<u>LO5D</u> : Demonstrate knowledge and understanding of core concepts in Information Technology.	#1	2014/17/20	A course-embedded pre-test and post-test comparison of performance on MCQ questions related to concepts in Information Technology. Scoring: 60-70% (Meet Expectations); >70% (Exceed Expectations)	Percentage of students rated "Meets Expectations" or higher: 70%. Improvement from pre-test to post-test of at least 20%.
<u>LO5E</u> : Demonstrate knowledge and understanding of core concepts in Marketing.	#1	2015/18/21	A course-embedded pre-test and post-test comparison of performance on MCQ questions related to concepts in Operations Management. Scoring: 60-70% (Meet Expectations); >70% (Exceed Expectations)	Percentage of students rated "Meets Expectations" or higher: 70%. Improvement from pre-test to post-test of at least 20%.
<u>LO5F</u> : Demonstrate knowledge and understanding of core concepts in Operations Management.	#1	2015/18/21	A course-embedded pre-test and post-test comparison of performance on MCQ questions related to concepts in Operations Management. Scoring: 60-70% (Meet Expectations); >70% (Exceed Expectations)	Percentage of students rated "Meets Expectations" or higher: 70%. Improvement from pre-test to post-test of at least 20%.
<u>LO5G</u> : Demonstrate knowledge and understanding of core concepts in Organizational Management.	#1	2014/17/20	A course-embedded pre-test and post-test comparison of performance on MCQ questions related to concepts in Organizational Management. Scoring: 60-70% (Meet Expectations); >70% (Exceed Expectations)	Percentage of students rated "Meets Expectations" or higher: 70%. Improvement from pre-test to post-test of at least 20%.
<u>LO5H</u> : Demonstrate knowledge and understanding of core concepts in Strategic Management.	#1	2013/16/19	A course-embedded pre-test and post-test comparison of performance on MCQ questions related to concepts in Strategy. Scoring: 60-70% (Meet Expectations); >70% (Exceed Expectations)	Percentage of students rated "Meets Expectations" or higher: 70%. Improvement from pre-test to post-test of at least 20%.

