

SBPA Assessment Summary, 2009 - 2011

Program	Course Objectives	Learning Outcomes	Assessment Methods	Expectations	Summary of Results	Future Actions
BBA	Objective 1: Students will demonstrate effective written and oral communication skills	Communication is graded across the curriculum. All classes have writing and often an oral component. Students will be able to express themselves logically and succinctly both orally and in writing.	MA1	C grade or better for MA1 and 80% satisfaction or better for MA4	See p. 20	p. 20
	Objective 2: Students will demonstrate critical thinking and problem solving skills.	Students should be able to identify and analyze alternative in a business situation and articulate and defend a course of action.	MA1	C grade or better	See p. 20	p. 20
	Objective 3: Students will demonstrate ethical understanding and reasoning.	Students will make a connection between ethics and business behavior and master the foundation for ethical reasoning.	MA1, MA3	C grade or better for MA1, 90% or better of national mean score for MA3	See pp. 20, 22	pp. 20, 22
	Objective 4: Students will demonstrate essential computer skills	Students will be knowledgeable and competent in the use of technology for research to add value to their presentations. (including professional	MA1, MA5, MA6	C grade or better for MA1, 75% or better satisfaction for MA4, and 50% or	See pp. 12-14, and 20	pp. 12-14, and 20

		reports , business communication, and oral presentations).		better satisfaction for MA6		
	Objective 5: Students will demonstrate competency in their academic majors and minors.	Students will demonstrate acquisition of discipline-based knowledge and competence in their chosen field of study.	MA1, MA3	C grade or better for MA1, 90% or better of national mean score for MA3	See pp. 20, 22	pp. 20, 22
MBA	Objective 1: Students will have effective and advanced oral and written communication skills.	Students will be able to present written and oral reports professionally using correct grammar and current technology.	MA1, MA3	C grade or better for MA1, 90% of national mean score for MA3	See pp. 21, 53-56	p. 21, 53-56
	Objective 2: Students will demonstrate critical thinking and problem solving skills.	Students will demonstrate the ability to apply quantitative and qualitative reasoning and problem solving models and justifications to business situations.	MA1	B grade or better in MA1	See p. 21	p. 21

	Objective 3: Students will demonstrate ethical understanding and reasoning.	Students will demonstrate the ability to make moral and ethical business decisions.	MA1, MA3	B grade or better for MA1, 90% or better of national mean score for MA3	See pp. 21, 52-55	pp. 21, 52-55
	Objective 4: Students will have essential information technology (IT) skills.	Students will demonstrate the ability to use technology in research to add value to presentations, including professional reports.	MA1, MA5, MA6	B grade or better for MA1, 75% or better satisfaction for MA5, 50% or better for MA6	See pp. 12-14, 21	pp. 12-14,21
	Objective 5: Students will demonstrate competency in their academic majors and minors.	Students will demonstrate ability to apply core business principles in decision making and business analysis.	MA1, MA3	B grade or better for MA1, 90% or better of national mean score for MA3	See pp. 21, 52-55	pp. 21, 52-55

Key:

MA1 – Capstone course [Business Policy and Strategy (Undergraduate) and Policy Formulation (graduate)]

MA3 – ETS exam

MA4 – Course Evaluation

MA5 – Graduating Student exit survey

MA6 – Alumni/Employer survey