Form A Reports for the College of Business

Outcomes, Measures, Data, and Response Plans for Improvement in Various Assessment Cycles

Prairie View A&M University

1) B.B.A. in Accounting
2) B.B.A. in Finance
3) B.B.A. in Management
4) B.B.A. in Management Information Systems
5) B.B.A. in Marketing

6) M.S. in Accounting
7) Master of Business Administration
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

___BBA Accounting__________ (see endnote)  _____________________ Undergraduate ________
(Instructional/Degree Program)  (Degree Level)

2008 Calendar Year  __________
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   1a. Students will be able to integrate knowledge across business disciplines.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   BBA core courses teach, reinforce, and integrate information and skills necessary to integrate knowledge across business disciplines.

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An acceptable performance of a random sample of students in individually assigned written case analysis in MGMT 4303: Strategic Management and Business Policy (the senior capstone course).

3b. Results/Findings (How did you do? Summarize assessment data collected.)

   A random sample of 12 written case analyses were evaluated in April and May 2009. Student performance was judged excellent in 1 instance (8.33%), acceptable in 7 instances (58.33%), and unacceptable in 4 instances (33.33%).

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The findings will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented beginning fall semester 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the case analyses, electronic copies of the rubrics completed by the evaluators, and an electronic copy of comments made by the evaluators to the management discipline coordinator, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
## Report Form A-1
### Assessment of Program Learning Outcomes for Educational Programs

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**2008 Calendar Year**

(Instructional/Degree Program)

(Assessment Period Covered)

**Instructions:** This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   1b. Students will demonstrate competency in the various disciplines in business.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   BBA core courses teach, integrate, and reinforce the various disciplines in business.

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**
    (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   Administration of a test instrument covering the various disciplines in business (ETS Major Field Test in Business).

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   98 students took the ETS Major Field Test in Business in Calendar 2008. 11.22% of scores were judged excellent; 53.06% of scores were judged acceptable, and 35.71% of scores were judged unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   To counter a general learning deficiency in all business disciplines, the College of Business will launch an online learning/tutoring center in May 2009 and continues to embellish it in the coming months and years.

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**
    (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. **Results/Findings** (How did you do? Summarize assessment data collected.)
4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

   Score reports from ETS, a spreadsheet analysis of scores, and scanned copies of worksheets completed by College of Business faculty in August 2008, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
### Report Form A-1

**Assessment of Program Learning Outcomes for Educational Programs**

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__2008 Calendar Year__________________________

(Assessment Period Covered)

**Instructions:** This form should be used to report on each of your **Program Learning Outcomes**. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   2a. Students will demonstrate competency in teamwork skills in a team-based presentation assignment.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   Teamwork skills are taught, reinforced, and/or integrated in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**

   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   A random sample of team presentations will be independently assessed by a panel of three expert judges to make an informed observations of teamwork skills.

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   Teamwork skills were evaluated for 32 students. 34.38% were deemed excellent; 50% were deemed acceptable; 15.63% were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The results will be forwarded to members of the College of Business faculty in May 2009, and changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**

   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. **Results/Findings** (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Video recordings of the presentations, and a summary spreadsheet of the rubrics completed by the evaluators, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

__BBA Accounting ______(see endnote)____________  _Undergraduate________
(Instructional/Degree Program)                  (Degree Level)

_2008 Calendar Year__________________________
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   3a. Students will recognize and analyze an ethical problem and be able to choose and defend a solution to an ethical problem.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   Ethics is taught, integrated, and/or reinforced in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An essay exam question--random sample to be assessed by an independent assessment team based on a numeric ethics rubric.

3b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

   A faculty committee examined a random sample of 12 essay exam answers. 18.06% of answers were deemed excellent; 66.67% of answers were deemed acceptable; 15.28% of answers were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The ratings of the evaluators, along with written comments of the evaluators, will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).


4b. Results/Findings (How did you do? Summarize assessment data collected.)

4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the essay exam responses, a spreadsheet displaying the rubric evaluations of the evaluators, and a document summarizing the comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

_BBA Accounting_     (see endnote)     _Undergraduate_     (Degree Level)

2008 Calendar Year     (Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   4a. Students will understand international comparative advantage and associated gains from international trade.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   The above concepts are taught in BBA core course ECON 2113—Principles of Microeconomics

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   A homework assignment (individual)—random sample to be assessed by an independent assessment team using a global rubric

3b. Results/Findings (How did you do? Summarize assessment data collected.)

   A committee evaluated 12 homework assignments. 44.44% were deemed excellent; 38.89% were deemed acceptable; 16.67% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments of the evaluators, will be forwarded to the economics discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned electronic copies of the homework assignments, a document displaying the rubric evaluations of the evaluators, and a document displaying comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
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2008 Calendar Year (Assessment Period Covered)  

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.  

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)  

   4b. Students will demonstrate an understanding of the critical role of operations in the global business environment.  

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)  

   The above subject matter is taught in BBA core course MGMT 4333 – Production and Operations Management  

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**  

   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).  

   An exam question--random sample to be assessed by an independent assessment team using a global rubric.  

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)  

   12 exam question responses were evaluated by a committee. 16.67% were deemed excellent; 41.67% were deemed acceptable; 41.67% were deemed unacceptable.  

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)  

   The above results, along with written comments by the evaluators, will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).  

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**  

   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. Results/Findings (How did you do? Summarize assessment data collected.)

4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Electronic copies of the exam responses, a document displaying the rubric evaluations of the evaluators, and a document containing the written comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

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Report Form A-1  
Assessment of Program Learning Outcomes for Educational Programs

_BBA Accounting_ (see endnote)  
(Instructional/Degree Program)

_Undergraduate_____  
(Degree Level)

__2008 Calendar Year__________________________  
(Assessment Period Covered)

**Instructions:** This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   5b. Students will demonstrate an ability to deliver a professional quality presentation accompanied by appropriate technology.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   Presentation skills are taught in BBA core courses MGMT 1013—Introduction to Business—and BCOM 3303—Business Communications.

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   Presentations will be independently assessed by a panel of three expert judges to make informed observations of a random sample of students’ individual skills pertaining to use of PowerPoint (PPT), Handout and other visual aids, vocal and bodily delivery, integration of knowledge on public speaking, and general principles of public speaking, based on a numeric presentation rubric.

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   48 students were evaluated in videotaped presentations by a committee. 33.33% were deemed excellent; 60.42% were deemed acceptable; 6.25% were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments from the committee, will be distributed to members of the COB faculty in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

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4c. **Use of Results** (How did you use the findings?)

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5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

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5c. **Use of Results** (How did you use the findings?)

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Video-recordings of the presentations, a spreadsheet detailing the rubric-based evaluations of the committee, and a document containing the comments of the committee, are all stored in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

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**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
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BBA Finance (see endnote) Undergraduate (Instructional/Degree Program) (Degree Level)

2008 Calendar Year (Assessment Period Covered)

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1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   1a. Students will be able to integrate knowledge across business disciplines.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   BBA core courses teach, reinforce, and integrate information and skills necessary to integrate knowledge across business disciplines.

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
    (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An acceptable performance of a random sample of students in individually assigned written case analysis in MGMT 4303: Strategic Management and Business Policy (the senior capstone course).

3b. Results/Findings (How did you do? Summarize assessment data collected.)

   A random sample of 12 written case analyses were evaluated in April and May 2009. Student performance was judged excellent in 1 instance (8.33%), acceptable in 7 instances (58.33%), and unacceptable in 4 instances (33.33%).

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The findings will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented beginning fall semester 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
    (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

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Scanned copies of the case analyses, electronic copies of the rubrics completed by the evaluators, and an electronic copy of comments made by the evaluators to the management discipline coordinator, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
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___BBA Finance___________(see endnote)  ___Undergraduate___________
(Instructional/Degree Program) (Degree Level)

___2008 Calendar Year___________
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

1a. Students will be able to integrate knowledge across business disciplines.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

BBA core courses teach, reinforce, and integrate information and skills necessary to integrate knowledge across business disciplines.

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

An acceptable performance of a random sample of students in individually assigned written case analysis in MGMT 4303 : Strategic Management and Business Policy (the senior capstone course).

3b. Results/Findings (How did you do? Summarize assessment data collected.)

A random sample of 12 written case analyses were evaluated in April and May 2009. Student performance was judged excellent in 1 instance (8.33%), acceptable in 7 instances (58.33%), and unacceptable in 4 instances (33.33%).

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

The findings will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented beginning fall semester 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
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6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

   Scanned copies of the case analyses, electronic copies of the rubrics completed by the evaluators, and an electronic copy of comments made by the evaluators to the management discipline coordinator, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1  
Assessment of Program Learning Outcomes for Educational Programs

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| ______      | (see endnote)                 | __Undergraduate_____
|             | (Degree Level)                |

2008 Calendar Year  
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)
   1b. Students will demonstrate competency in the various disciplines in business.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)
   BBA core courses teach, integrate, and reinforce the various disciplines in business.

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
   Administration of a test instrument covering the various disciplines in business (ETS Major Field Test in Business).

3b. Results/Findings (How did you do? Summarize assessment data collected.)
   98 students took the ETS Major Field Test in Business in Calendar 2008. 11.22% of scores were judged excellent; 53.06% of scores were judged acceptable, and 35.71% of scores were judged unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)
   To counter a general learning deficiency in all business disciplines, the College of Business will launch an online learning/tutoring center in May 2009 and continues to embellish it in the coming months and years.

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Score reports from ETS, a spreadsheet analysis of scores, and scanned copies of worksheets completed by College of Business faculty in August 2008, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
**Report Form A-1**

**Assessment of Program Learning Outcomes for Educational Programs**

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2008 Calendar Year

(Assessment Period Covered)

**Instructions:** This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   2a. Students will demonstrate competency in teamwork skills in a team-based presentation assignment.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   Teamwork skills are taught, reinforced, and/or integrated in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**

   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   A random sample of team presentations will be independently assessed by a panel of three expert judges to make an informed observations of teamwork skills.

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   Teamwork skills were evaluated for 32 students. 34.38% were deemed excellent; 50% were deemed acceptable; 15.63% were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The results will be forwarded to members of the College of Business faculty in May 2009, and changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**

   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. **Results/Findings** (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Video recordings of the presentations, and a summary spreadsheet of the rubrics completed by the evaluators, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

_BBA Finance ______ (see endnote)  Undergraduate_____
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year__________________________
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)
   
   3a. Students will recognize and analyze an ethical problem and be able to chose and defend a solution to an ethical problem.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)
   
   Ethics is taught, integrated, and/or reinforced in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
   
   An essay exam question--random sample to be assessed by an independent assessment team based on a numeric ethics rubric.

3b. **Results/ Findings** (How did you do? Summarize assessment data collected.)
   
   A faculty committee examined a random sample of 12 essay exam answers. 18.06% of answers were deemed excellent; 66.67% of answers were deemed acceptable; 15.28% of answers were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)
   
   The ratings of the evaluators, along with written comments of the evaluators, will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. Results/ Findings (How did you do? Summarize assessment data collected.)

4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the essay exam responses, a spreadsheet displaying the rubric evaluations of the evaluators, and a document summarizing the comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
# Report Form A-1
## Assessment of Program Learning Outcomes for Educational Programs

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### 2008 Calendar Year
(Assessment Period Covered)

**Instructions:** This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   - **4a.** Students will understand international comparative advantage and associated gains from international trade.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   - The above concepts are taught in BBA core course ECON 2113—Principles of Microeconomics

3. **First Direct Measure or Means of Assessment for Student Learning Outcome above**
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   - A homework assignment (individual)—random sample to be assessed by an independent assessment team using a global rubric

4. **Results/Findings** (How did you do? Summarize assessment data collected.)

   - A committee evaluated 12 homework assignments. 44.44% were deemed excellent; 38.89% were deemed acceptable; 16.67% were deemed unacceptable.

5. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   - The above results, along with written comments of the evaluators, will be forwarded to the economics discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

6. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

**4b. Results/Findings** (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned electronic copies of the homework assignments, a document displaying the rubric evaluations of the evaluators, and a document displaying comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

__BBA Finance _____ (see endnote)  ___ Undergraduate ________
(Instructional/Degree Program)  (Degree Level)

__2008 Calendar Year__________________________
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   5a. Students will demonstrate writing skills appropriate for producing a quality business document

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   Writing skills are taught, reinforced, and integrated in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   A 15 minutes writing sample will be taken from individual students enrolled in a business communications course. Those writings will then be evaluated by an expert panel of three reviewers for a random sample of students. They will assess students’ competence in writing based on a published rubric.

3b. Results/ Findings (How did you do? Summarize assessment data collected.)

   A random sample of 12 writing samples was evaluated by a committee. 27.78% were deemed excellent; 33.33% were deemed acceptable; 38.89% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments by the evaluators, will be forwarded to a group of COB faculty in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/ Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the student writings, a document displaying the rubric-based evaluations of the committee, and a document containing the written comments of the committee, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1  
Assessment of Program Learning Outcomes for Educational Programs

__BBA Finance _______ (see endnote)  
(Instructional/Degree Program)  

___Undergraduate _______  
(Degree Level)

2008 Calendar Year  
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

5b. Students will demonstrate an ability to deliver a professional quality presentation accompanied by appropriate technology.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

Presentation skills are taught in BBA core courses MGMT 1013—Introduction to Business—and BCOM 3303—Business Communications.

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

Presentations will be independently assessed by a panel of three expert judges to make informed observations of a random sample of students’ individual skills pertaining to use of PowerPoint (PPT), Handout and other visual aids, vocal and bodily delivery, integration of knowledge on public speaking, and general principles of public speaking, based on a numeric presentation rubric

3b. Results/Findings (How did you do? Summarize assessment data collected.)

48 students were evaluated in videotaped presentations by a committee. 33.33% were deemed excellent; 60.42% were deemed acceptable; 6.25% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

The above results, along with written comments from the committee, will be distributed to members of the COB faculty in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

   Video-recordings of the presentations, a spreadsheet detailing the rubric-based evaluations of the committee, and a document containing the comments of the committee, are all stored in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

BBA Management (see endnote) Undergraduate (Degree Level)
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year (Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   1a. Students will be able to integrate knowledge across business disciplines.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   BBA core courses teach, reinforce, and integrate information and skills necessary to integrate knowledge across business disciplines.

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An acceptable performance of a random sample of students in individually assigned written case analysis in MGMT 4303: Strategic Management and Business Policy (the senior capstone course).

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   A random sample of 12 written case analyses were evaluated in April and May 2009. Student performance was judged excellent in 1 instance (8.33%), acceptable in 7 instances (58.33%), and unacceptable in 4 instances (33.33%).

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The findings will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented beginning fall semester 2009 (at which time this form will be amended).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. **Results/Findings** (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the case analyses, electronic copies of the rubrics completed by the evaluators, and an electronic copy of comments made by the evaluators to the management discipline coordinator, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
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Assessment of Program Learning Outcomes for Educational Programs

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2008 Calendar Year  
(Assessment Period Covered)

**Instructions:** This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   1b. Students will demonstrate competency in the various disciplines in business.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   BBA core courses teach, integrate, and reinforce the various disciplines in business.

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   Administration of a test instrument covering the various disciplines in business (ETS Major Field Test in Business).

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   98 students took the ETS Major Field Test in Business in Calendar 2008. 11.22% of scores were judged excellent; 53.06% of scores were judged acceptable, and 35.71% of scores were judged unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   To counter a general learning deficiency in all business disciplines, the College of Business will launch an online learning/tutoring center in May 2009 and continues to embellish it in the coming months and years.

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. **Results/Findings** (How did you do? Summarize assessment data collected.)
4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Score reports from ETS, a spreadsheet analysis of scores, and scanned copies of worksheets completed by College of Business faculty in August 2008, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

____BBA Management ______(see endnote) ______Undergraduate______
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year__________________________
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   2a. Students will demonstrate competency in teamwork skills in a team-based presentation assignment.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   Teamwork skills are taught, reinforced, and/or integrated in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   A random sample of team presentations will be independently assessed by a panel of three expert judges to make an informed observations of teamwork skills.

3b. Results/Findings (How did you do? Summarize assessment data collected.)

   Teamwork skills were evaluated for 32 students. 34.38% were deemed excellent; 50% were deemed acceptable; 15.63% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The results will be forwarded to members of the College of Business faculty in May 2009, and changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Video recordings of the presentations, and a summary spreadsheet of the rubrics completed by the evaluators, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

__BBA Management ______(see endnote) __ Undergraduate ______
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year __________________________
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   3a. Students will recognize and analyze an ethical problem and be able to chose and defend a solution to an ethical problem.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   Ethics is taught, integrated, and/or reinforced in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An essay exam question--random sample to be assessed by an independent assessment team based on a numeric ethics rubric.

3b. Results/ Findings (How did you do? Summarize assessment data collected.)

   A faculty committee examined a random sample of 12 essay exam answers. 18.06% of answers were deemed excellent; 66.67% of answers were deemed acceptable; 15.28% of answers were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The ratings of the evaluators, along with written comments of the evaluators, will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

    Scanned copies of the essay exam responses, a spreadsheet displaying the rubric evaluations of the evaluators, and a document summarizing the comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

__BBA Management ______ (see endnote) ______ Undergraduate_______  
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year________________________________  
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   4a. Students will understand international comparative advantage and associated gains from international trade.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   The above concepts are taught in BBA core course ECON 2113—Principles of Microeconomics

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   A homework assignment (individual)--random sample to be assessed by an independent assessment team using a global rubric

3b. Results/ Findings (How did you do? Summarize assessment data collected.)

   A committee evaluated 12 homework assignments. 44.44% were deemed excellent; 38.89% were deemed acceptable; 16.67% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments of the evaluators, will be forwarded to the economics discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/ Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned electronic copies of the homework assignments, a document displaying the rubric evaluations of the evaluators, and a document displaying comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

_BBA Management_ (see endnote)  _Undergraduate_ (Instructional/Degree Program) (Degree Level)

__2008 Calendar Year__________________________
(Assessment Period Covered)

Instructions: This form should be used to report on each of your **Program Learning Outcomes**. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   4b. Students will demonstrate an understanding of the critical role of operations in the global business environment.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   The above subject matter is taught in BBA core course MGMT 4333 – Production and Operations Management.

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An exam question--random sample to be assessed by an independent assessment team using a global rubric.

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   12 exam question responses were evaluated by a committee. 16.67% were deemed excellent; 41.67% were deemed acceptable; 41.67% were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments by the evaluators, will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. Results/Findings (How did you do? Summarize assessment data collected.)

4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Electronic copies of the exam responses, a document displaying the rubric evaluations of the evaluators, and a document containing the written comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

BBA Management (see endnote) Undergraduate
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   5a. Students will demonstrate writing skills appropriate for producing a quality business document

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   Writing skills are taught, reinforced, and integrated in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   A 15 minutes writing sample will be taken from individual students enrolled in a business communications course. Those writings will then be evaluated by an expert panel of three reviewers for a random sample of students. They will assess students’ competence in writing based on a published rubric.

3b. Results/Findings (How did you do? Summarize assessment data collected.)

   A random sample of 12 writing samples was evaluated by a committee. 27.78% were deemed excellent; 33.33% were deemed acceptable; 38.89% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments by the evaluators, will be forwarded to a group of COB faculty in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the student writings, a document displaying the rubric-based evaluations of the committee, and a document containing the written comments of the committee, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

_BBA Management_ (see endnote) _Undergraduate_ (Instructional/Degree Program) (Degree Level)

2008 Calendar Year (Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   _5b. Students will demonstrate an ability to deliver a professional quality presentation accompanied by appropriate technology._

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   Presentation skills are taught in BBA core courses MGMT 1013—Introduction to Business—and BCOM 3303—Business Communications.

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   Presentations will be independently assessed by a panel of three expert judges to make informed observations of a random sample of students’ individual skills pertaining to use of PowerPoint (PPT), Handout and other visual aids, vocal and bodily delivery, integration of knowledge on public speaking, and general principles of public speaking, based on a numeric presentation rubric.

3b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

   48 students were evaluated in videotaped presentations by a committee. 33.33% were deemed excellent; 60.42% were deemed acceptable; 6.25% were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments from the committee, will be distributed to members of the COB faculty in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. Results/ Findings (How did you do? Summarize assessment data collected.)

4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Video-recordings of the presentations, a spreadsheet detailing the rubric-based evaluations of the committee, and a document containing the comments of the committee, are all stored in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
### Report Form A-1
**Assessment of Program Learning Outcomes for Educational Programs**

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**BBA Management Information Systems (see endnote)**

(Instructional/Degree Program)

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**Undergraduate**

(Degree Level)

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**2008 Calendar Year**

(Assessment Period Covered)

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**Instructions**: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)
   
   1a. Students will be able to integrate knowledge across business disciplines.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   BBA core courses teach, reinforce, and integrate information and skills necessary to integrate knowledge across business disciplines.

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**

   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An acceptable performance of a random sample of students in individually assigned written case analysis in MGMT 4303: Strategic Management and Business Policy (the senior capstone course).

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   A random sample of 12 written case analyses were evaluated in April and May 2009. Student performance was judged excellent in 1 instance (8.33%), acceptable in 7 instances (58.33%), and unacceptable in 4 instances (33.33%).

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The findings will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented beginning fall semester 2009 (at which time this form will be amended).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**

   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. **Results/Findings** (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the case analyses, electronic copies of the rubrics completed by the evaluators, and an electronic copy of comments made by the evaluators to the management discipline coordinator, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

_BBA Management Information Systems_ (see endnote)  
_Instructional/Degree Program_

______ Undergraduate______  
_Degree Level_

2008 Calendar Year  
_Assessment Period Covered_

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)
   
   1b. Students will demonstrate competency in the various disciplines in business.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)
   
   BBA core courses teach, integrate, and reinforce the various disciplines in business.

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   Administration of a test instrument covering the various disciplines in business (ETS Major Field Test in Business).

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   98 students took the ETS Major Field Test in Business in Calendar 2008. 11.22% of scores were judged excellent; 53.06% of scores were judged acceptable, and 35.71% of scores were judged unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   To counter a general learning deficiency in all business disciplines, the College of Business will launch an online learning/tutoring center in May 2009 and continues to embellish it in the coming months and years.

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).


4b. **Results/Findings** (How did you do? Summarize assessment data collected.)
4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Score reports from ETS, a spreadsheet analysis of scores, and scanned copies of worksheets completed by College of Business faculty in August 2008, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

BBA Management Information Systems (see endnote) Undergraduate
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)
   2a. Students will demonstrate competency in teamwork skills in a team-based presentation assignment.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)
   Teamwork skills are taught, reinforced, and/or integrated in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
   A random sample of team presentations will be independently assessed by a panel of three expert judges to make an informed observations of teamwork skills.

3b. Results/Findings (How did you do? Summarize assessment data collected.)
   Teamwork skills were evaluated for 32 students. 34.38% were deemed excellent; 50% were deemed acceptable; 15.63% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)
   The results will be forwarded to members of the College of Business faculty in May 2009, and changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

   Video recordings of the presentations, and a summary spreadsheet of the rubrics completed by the evaluators, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

BBA Management Information Systems (Instructional/Degree Program) Undergraduate (Degree Level)

2008 Calendar Year (Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   3a. Students will recognize and analyze an ethical problem and be able to choose and defend a solution to an ethical problem.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   Ethics is taught, integrated, and/or reinforced in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An essay exam question--random sample to be assessed by an independent assessment team based on a numeric ethics rubric.

3b. Results/Findings (How did you do? Summarize assessment data collected.)

   A faculty committee examined a random sample of 12 essay exam answers. 18.06% of answers were deemed excellent; 66.67% of answers were deemed acceptable; 15.28% of answers were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The ratings of the evaluators, along with written comments of the evaluators, will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. Results/ Findings (How did you do? Summarize assessment data collected.)

4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the essay exam responses, a spreadsheet displaying the rubric evaluations of the evaluators, and a document summarizing the comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

BBA Management Information Systems (see footnote)  Undergraduate
(Instructional/Degree Program)  (Degree Level)
2008 Calendar Year  
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may do not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

4a. Students will understand international comparative advantage and associated gains from international trade.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

The above concepts are taught in BBA core course ECON 2113—Principles of Microeconomics.

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

A homework assignment (individual)–random sample to be assessed by an independent assessment team using a global rubric.

3b. Results/ Findings (How did you do? Summarize assessment data collected.)

A committee evaluated 12 homework assignments. 44.44% were deemed excellent; 38.89% were deemed acceptable; 16.67% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

The above results, along with written comments of the evaluators, will be forwarded to the economics discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/ Findings (How did you do? Summarize assessment data collected.)
4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

   Scanned electronic copies of the homework assignments, a document displaying the rubric evaluations of the evaluators, and a document displaying comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

__BBA Management Information Systems (see endnote) __Undergraduate___
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year (Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   4b. Students will demonstrate an understanding of the critical role of operations in the global business environment.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   The above subject matter is taught in BBA core course MGMT 4333 – Production and Operations Management

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An exam question--random sample to be assessed by an independent assessment team using a global rubric.

3b. Results/Findings (How did you do? Summarize assessment data collected.)

   12 exam question responses were evaluated by a committee. 16.67% were deemed excellent; 41.67% were deemed acceptable; 41.67% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments by the evaluators, will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. Results/Findings (How did you do? Summarize assessment data collected.)

4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Electronic copies of the exam responses, a document displaying the rubric evaluations of the evaluators, and a document containing the written comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

__BBA Management Information Systems__(see endnote)  
(Instructional/Degree Program)

__Undergraduate__  
(Degree Level)

__2008 Calendar Year__  
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   5a. Students will demonstrate writing skills appropriate for producing a quality business document

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   Writing skills are taught, reinforced, and integrated in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   A 15 minutes writing sample will be taken from individual students enrolled in a business communications course. Those writings will then be evaluated by an expert panel of three reviewers for a random sample of students. They will assess students’ competence in writing based on a published rubric.

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   A random sample of 12 writing samples was evaluated by a committee. 27.78% were deemed excellent; 33.33% were deemed acceptable; 38.89% were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments by the evaluators, will be forwarded to a group of COB faculty in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**  
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. **Results/Findings** (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the student writings, a document displaying the rubric-based evaluations of the committee, and a document containing the written comments of the committee, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

__BBA Management Information Systems__ (see endnote)  __Undergraduate__
(Instructional/Degree Program)  (Degree Level)

_2008 Calendar Year__________________________
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   5b. Students will demonstrate an ability to deliver a professional quality presentation accompanied by appropriate technology.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   Presentation skills are taught in BBA core courses MGMT 1013—Introduction to Business—and BCOM 3303—Business Communications.

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   Presentations will be independently assessed by a panel of three expert judges to make informed observations of a random sample of students’ individual skills pertaining to use of PowerPoint (PPT), Handout and other visual aids, vocal and bodily delivery, integration of knowledge on public speaking, and general principles of public speaking, based on a numeric presentation rubric.

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   48 students were evaluated in videotaped presentations by a committee. 33.33% were deemed excellent; 60.42% were deemed acceptable; 6.25% were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments from the committee, will be distributed to members of the COB faculty in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. Results/ Findings (How did you do? Summarize assessment data collected.)


4c. Use of Results (How did you use the findings?)


5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).


5b. Results/ Findings (How did you do? Summarize assessment data collected.)


5c. Use of Results (How did you use the findings?)


6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Video-recordings of the presentations, a spreadsheet detailing the rubric-based evaluations of the committee, and a document containing the comments of the committee, are all stored in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

BBA Marketing (see endnote) Undergraduate (see endnote)
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year (Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   1a. Students will be able to integrate knowledge across business disciplines.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   BBA core courses teach, reinforce, and integrate information and skills necessary to integrate knowledge across business disciplines.

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An acceptable performance of a random sample of students in individually assigned written case analysis in MGMT 4303: Strategic Management and Business Policy (the senior capstone course).

3b. Results/ Findings (How did you do? Summarize assessment data collected.)

   A random sample of 12 written case analyses were evaluated in April and May 2009. Student performance was judged excellent in 1 instance (8.33%), acceptable in 7 instances (58.33%), and unacceptable in 4 instances (33.33%).

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The findings will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented beginning fall semester 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/ Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the case analyses, electronic copies of the rubrics completed by the evaluators, and an electronic copy of comments made by the evaluators to the management discipline coordinator, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

BBA Marketing (see endnote)  Undergraduate
(Instructional/Degree Program)  (Degree Level)

2008 Calendar Year  (Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

1b. Students will demonstrate competency in the various disciplines in business.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

BBA core courses teach, integrate, and reinforce the various disciplines in business.

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

Administration of a test instrument covering the various disciplines in business (ETS Major Field Test in Business).

3b. Results/Findings (How did you do? Summarize assessment data collected.)

98 students took the ETS Major Field Test in Business in Calendar 2008. 11.22% of scores were judged excellent; 53.06% of scores were judged acceptable, and 35.71% of scores were judged unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

To counter a general learning deficiency in all business disciplines, the College of Business will launch an online learning/tutoring center in May 2009 and continues to embellish it in the coming months and years.

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Score reports from ETS, a spreadsheet analysis of scores, and scanned copies of worksheets completed by College of Business faculty in August 2008, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

BBA Marketing (see endnote) Undergraduate
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year (Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

2a. Students will demonstrate competency in teamwork skills in a team-based presentation assignment.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

Teamwork skills are taught, reinforced, and/or integrated in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

A random sample of team presentations will be independently assessed by a panel of three expert judges to make an informed observations of teamwork skills.

3b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

Teamwork skills were evaluated for 32 students. 34.38% were deemed excellent; 50% were deemed acceptable; 15.63% were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

The results will be forwarded to members of the College of Business faculty in May 2009, and changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. **Results/ Findings** (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

   Video recordings of the presentations, and a summary spreadsheet of the rubrics completed by the evaluators, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

___BBA Marketing ______ (Instructional/Degree Program)  ___Undergraduate______ (Degree Level)

2008 Calendar Year ____________________________
(Assessment Period Covered)

**Instructions:** This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   3a. Students will recognize and analyze an ethical problem and be able to chose and defend a solution to an ethical problem.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   Ethics is taught, integrated, and/or reinforced in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An essay exam question--random sample to be assessed by an independent assessment team based on a numeric ethics rubric.

3b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

   A faculty committee examined a random sample of 12 essay exam answers. 18.06% of answers were deemed excellent; 66.67% of answers were deemed acceptable; 15.28% of answers were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The ratings of the evaluators, along with written comments of the evaluators, will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. Results/Findings (How did you do? Summarize assessment data collected.)

4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the essay exam responses, a spreadsheet displaying the rubric evaluations of the evaluators, and a document summarizing the comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

__BBA Marketing _____ (see endnote) __Undergraduate_______
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year ____________________________
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   4a. Students will understand international comparative advantage and associated gains from international trade.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   The above concepts are taught in BBA core course ECON 2113—Principles of Microeconomics

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   A homework assignment (individual)—random sample to be assessed by an independent assessment team using a global rubric

3b. Results/Findings (How did you do? Summarize assessment data collected.)

   A committee evaluated 12 homework assignments. 44.44% were deemed excellent; 38.89% were deemed acceptable; 16.67% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments of the evaluators, will be forwarded to the economics discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

   Scanned electronic copies of the homework assignments, a document displaying the rubric evaluations of the evaluators, and a document displaying comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

__BBA Marketing ______(see endnote)  __Undergraduate_____
(Instructional/Degree Program)  (Degree Level)

__2008 Calendar Year__________________________
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

4b. Students will demonstrate an understanding of the critical role of operations in the global business environment.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

The above subject matter is taught in BBA core course MGMT 4333 – Production and Operations Management

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

An exam question--random sample to be assessed by an independent assessment team using a global rubric.

3b. Results/ Findings (How did you do? Summarize assessment data collected.)

12 exam question responses were evaluated by a committee. 16.67% were deemed excellent; 41.67% were deemed acceptable; 41.67% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

The above results, along with written comments by the evaluators, will be forwarded to the management discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. **Results/Findings** (How did you do? Summarize assessment data collected.)

__________________________________________________________________________________________

4c. **Use of Results** (How did you use the findings?)

__________________________________________________________________________________________

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

__________________________________________________________________________________________

5b. **Results/Findings** (How did you do? Summarize assessment data collected.)

__________________________________________________________________________________________

5c. **Use of Results** (How did you use the findings?)

__________________________________________________________________________________________

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Electronic copies of the exam responses, a document displaying the rubric evaluations of the evaluators, and a document containing the written comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

__BBA Marketing _____ (see endnote) __ Undergraduate______
(Instructional/Degree Program) (Degree Level)

2008 Calendar Year
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   5a. Students will demonstrate writing skills appropriate for producing a quality business document

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   Writing skills are taught, reinforced, and integrated in many BBA core courses. (See alignment matrices in the 2008 COB Assurance of Learning Comprehensive Plan, July 2008 version).

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   A 15 minutes writing sample will be taken from individual students enrolled in a business communications course. Those writings will then be evaluated by an expert panel of three reviewers for a random sample of students. They will assess students’ competence in writing based on a published rubric.

3b. Results/ Findings (How did you do? Summarize assessment data collected.)

   A random sample of 12 writing samples was evaluated by a committee. 27.78% were deemed excellent; 33.33% were deemed acceptable; 38.89% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The above results, along with written comments by the evaluators, will be forwarded to a group of COB faculty in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/ Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the student writings, a document displaying the rubric-based evaluations of the committee, and a document containing the written comments of the committee, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

Endnote: In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
## Report Form A-1
### Assessment of Program Learning Outcomes for Educational Programs

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<table>
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<tr>
<th>BBA Marketing</th>
<th>Undergraduate</th>
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(Instructional/Degree Program)  (Degree Level)

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<tr>
<th>2008 Calendar Year</th>
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(Assessment Period Covered)

### Instructions
This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

### 1. Student Learning Outcome
What did your program want your students to know or be able to do as program completers?

| 5b. Students will demonstrate an ability to deliver a professional quality presentation accompanied by appropriate technology. |

### 2. Strategies Used to Meet Student Learning Outcome
What did you do?

| Presentation skills are taught in BBA core courses MGMT 1013—Introduction to Business—and BCOM 3303—Business Communications. |

### 3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

| Presentations will be independently assessed by a panel of three expert judges to make informed observations of a random sample of students’ individual skills pertaining to use of PowerPoint (PPT), Handout and other visual aids, vocal and bodily delivery, integration of knowledge on public speaking, and general principles of public speaking, based on a numeric presentation rubric. |

### 3b. Results/ Findings
How did you do? Summarize assessment data collected.

| 48 students were evaluated in videotaped presentations by a committee. 33.33% were deemed excellent; 60.42% were deemed acceptable; 6.25% were deemed unacceptable. |

### 3c. Use of Results
How did you use the findings, e.g., maintain, improve, change, etc.)

| The above results, along with written comments from the committee, will be distributed to members of the COB faculty in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated). |

### 4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. **Results/ Findings** (How did you do? Summarize assessment data collected.)


4c. **Use of Results** (How did you use the findings?)


5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).


5b. **Results/ Findings** (How did you do? Summarize assessment data collected.)


5c. **Use of Results** (How did you use the findings?)


6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Video-recordings of the presentations, a spreadsheet detailing the rubric-based evaluations of the committee, and a document containing the comments of the committee, are all stored in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.

**Endnote:** In calendar 2008, all five BBA majors—Accounting, Finance, Management, Management Information Systems, and Marketing—shared the same program learning objectives. To satisfy reporting requirements of the Institutional Effectiveness Council, five identical copies of this form are being submitted—one copy for each of the five BBA majors.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

MS Accounting
(Instructional/Degree Program)

Graduate
(Degree Level)

2008 Calendar Year
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

1a. Students will demonstrate competency solving problems in taxation.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

Taxation problems are taught in ACCT 5153 – Seminar in Tax Consulting, Planning, and Research

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

Students must earn an acceptable score on an exam question involving a taxation problem for a firm.

3b. Results/ Findings (How did you do? Summarize assessment data collected.)

Exam responses from all 8 students in ACCT 5153 were evaluated by a committee. 18.75% of answers were deemed excellent; 43.75% of answers were deemed acceptable; 37.50 percent of answers were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

The ratings of the evaluators, along with written comments of the evaluators, will be forwarded to the accounting discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/ Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the exam responses, a spreadsheet displaying the rubric evaluations of the evaluators, and a document summarizing the comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

MS Accounting
(Instructional/Degree Program)
Graduate
(Degree Level)

2008 Calendar Year
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)
   1b. Students will demonstrate competency solving problems in auditing.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)
   Auditing is taught in ACCT 5113 – Advanced Auditing

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
   Students must earn an acceptable score on an exam question involving a corporation.

3b. Results/Findings (How did you do? Summarize assessment data collected.)
   Exam responses from all 19 students in ACCT 5113 were evaluated by a committee. 31.579% of answers were deemed excellent; 47.368% of answers were deemed acceptable; 21.053% of answers were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)
   The ratings of the evaluators, along with written comments of the evaluators, will be forwarded to the accounting discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the exam responses, a spreadsheet displaying the rubric evaluations of the evaluators, and a document summarizing the comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.
### Report Form A-1
**Assessment of Program Learning Outcomes for Educational Programs**

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<th><strong>Graduate</strong> (Degree Level)</th>
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<th><strong>2008 Calendar Year</strong> (Assessment Period Covered)</th>
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**Instructions:** This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   1c. Students will demonstrate competency solving problems in accounting information systems

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   Accounting information systems is taught in ACCT 512 – Accounting Information Systems and Controls

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**

   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   Students must earn an acceptable score on an exam question involving accounting information systems.

3b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

   Exam responses from all 18 students in ACCT 5123 were evaluated by a committee. 77.778% of answers were deemed excellent; 16.667% of answers were deemed acceptable; 5.556% of answers were deemed unacceptable.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The ratings of the evaluators, along with written comments of the evaluators, will be forwarded to the accounting discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be updated).

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**

   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. **Results/ Findings** (How did you do? Summarize assessment data collected.)
4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning**
**Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the exam responses, a spreadsheet displaying the rubric evaluations of the evaluators, and a document summarizing the comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.
# Report Form A-1

**Assessment of Program Learning Outcomes for Educational Programs**

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<th>Graduate</th>
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<tr>
<td>(Instructional/Degree Program)</td>
<td>(Degree Level)</td>
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2008 Calendar Year (Assessment Period Covered)

**Instructions:** This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)
   
   1d. Students will demonstrate competency solving problems in general accounting

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)
   
   General accounting is taught, integrated, and/or reinforced in all MS Accounting courses.

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above**
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   Students must earn an acceptable score on an exam question involving managerial systems in accounting.

3b. **Results/Findings** (How did you do? Summarize assessment data collected.)

   All 10 student responses to an exam question from ACCT 5133—Accounting for Managerial Decision-Makers—were evaluated. 80% of responses were deemed excellent; 20% of responses were deemed unacceptable. These results, however, were not deemed reliable; see 3c below.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   The committee was not satisfied that the exam question submitted from ACCT 5133 was a sufficient measure of this student learning outcome. On March 19, 2009, the COB Assurance of learning Committee sent a memo to Dr. Moosa Khan, Chair of the Accounting, Finance, and MIS Department, stating its concerns. Dr. Khan told the committee that he has requested a redesign of the question to align it with the MS Accounting Assessment Plan.

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above**
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. Results/ Findings (How did you do? Summarize assessment data collected.)


4c. Use of Results (How did you use the findings?)


5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).


5b. Results/ Findings (How did you do? Summarize assessment data collected.)


5c. Use of Results (How did you use the findings?)


6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Copies of the exam responses, and a copy of the communication sent by the committee to Dr. Khan, are stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

MS Accounting
(Instructional/Degree Program)

Graduate
(Degree Level)

2008 Calendar Year
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

3a. Students will recognize ethical dilemmas.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

Ethics is taught in ACCT 516—Law and Ethics for Accountants

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

An assignment, random sample evaluated by an assessment team

3b. Results/ Findings (How did you do? Summarize assessment data collected.)

The evaluation team concluded that the exam question (submitted instead of the requested assignment) was insufficiently rigorous to assess recognition of ethical dilemmas for MS Accounting students. In other words, a student who answered the question correctly did not demonstrate an understanding of ethical dilemmas in accounting, at a level befitting our MS Accounting program.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

On March 19, 2009, the COB Assurance of learning Committee sent a memo to Dr. Moosa Khan, Chair of the Accounting, Finance, and MIS Department, stating its concerns. Dr. Khan told the committee that he has requested a redesign of the question to align it with the MS Accounting Assessment Plan.

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. Results/ Findings (How did you do? Summarize assessment data collected.)


4c. Use of Results (How did you use the findings?)


5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).


5b. Results/ Findings (How did you do? Summarize assessment data collected.)


5c. Use of Results (How did you use the findings?)


6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Copies of the exam responses, and a copy of the communication sent by the committee to Dr. Khan, are stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

MS Accounting (Instructional/Degree Program) Graduate (Degree Level)

2008 Calendar Year (Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. **Student Learning Outcome** (What did your program want your students to know or be able to do as program completers?)

   3b. Students will demonstrate an ability to select and defend a solution to an ethical dilemma.

2. **Strategies Used to Meet Student Learning Outcome** (What did you do?)

   Ethics is taught in ACCT 516—Law and Ethics for Accountants

3a. **First Direct Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An assignment, random sample evaluated by an assessment team

3b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

   The evaluation team concluded that the exam question (submitted instead of the requested assignment) was insufficiently rigorous to assess recognition of ethical dilemmas for MS Accounting students. In other words, a student who answered the question correctly did not demonstrate an ability to select and defend a solution to an ethical dilemmas in accounting, at a level befitting our MS Accounting program.

3c. **Use of Results** (How did you use the findings, e.g., maintain, improve, change, etc.)

   On March 19, 2009, the COB Assurance of learning Committee sent a memo to Dr. Moosa Khan, Chair of the Accounting, Finance, and MIS Department, stating its concerns. Dr. Khan told the committee that he has requested a redesign of the question to align it with the MS Accounting Assessment Plan.

4a. **Second Direct Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).
4b. **Results/Findings** (How did you do? Summarize assessment data collected.)

4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Copies of the exam responses, and a copy of the communication sent by the committee to Dr. Khan, are stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

MBA
(Instructional/Degree Program)

Graduate
(Degree Level)

2008 Calendar Year
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   1a. Students will demonstrate competency in critical thinking.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   Critical thinking is reinforced and/or integrated in all MBA core courses

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   Students must earn an acceptable score on the ETS MBA Major Field Test.

3b. Results/Findings (How did you do? Summarize assessment data collected.)

   38 MBA Major Field Test Scores were examined. 5.26% were deemed excellent; 39.47% were deemed acceptable; 55.26% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   1. In Spring Semester 2009 the COB graduate faculty approved more rigorous admissions standards into the MBA program. 2. To counter a general learning deficiency in the MBA program, the College of Business will launch an online learning/tutoring center in May 2009 and continue to embellish it in the coming months and years.

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
   (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Score reports from ETS, a spreadsheet analysis of scores, and scanned copies of worksheets completed by College of Business faculty in August 2008, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

MBA
(Instructional/Degree Program)

Graduate
(Degree Level)

2008 Calendar Year
(Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   1b. Students will demonstrate competency solving business problems.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   Problem-solving using business concepts is taught in all MBA core courses.

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   Students must earn an acceptable score on the ETS MBA Major Field Test.

3b. Results/Findings (How did you do? Summarize assessment data collected.)

   38 MBA Major Field Test Scores were examined. 5.26% were deemed excellent; 39.47% were deemed acceptable; 55.26% were deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   1. In Spring Semester 2009 the COB graduate faculty approved more rigorous admissions standards into the MBA program. 2. To counter a general learning deficiency in the MBA program, the College of Business will launch an online learning/tutoring center in May 2009 and continue to embellish it in the coming months and years.

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above
(Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. Use of Results (How did you use the findings?)

5a. Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. Results/ Findings (How did you do? Summarize assessment data collected.)

5c. Use of Results (How did you use the findings?)

6. Documentation (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Score reports from ETS, a spreadsheet analysis of scores, and scanned copies of worksheets completed by College of Business faculty in August 2008, are all stored on hard disk in the office of the College of Business Assurance of Learning Committee Chair, room 208A, Kennedy Architecture Building.
Report Form A-1
Assessment of Program Learning Outcomes for Educational Programs

MBA (Instructional/Degree Program) Graduate (Degree Level)

2008 Calendar Year (Assessment Period Covered)

Instructions: This form should be used to report on each of your Program Learning Outcomes. You may not assess every program learning outcome every year, but you will have a report for each outcome based on the year that it was assessed.

1. Student Learning Outcome (What did your program want your students to know or be able to do as program completers?)

   4a. Students will understand pricing strategy for firms with multinational sales.

2. Strategies Used to Meet Student Learning Outcome (What did you do?)

   Multinational pricing strategy is taught in ECON 5103 – Managerial Economics

3a. First Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

   An exam question, random sample evaluated by an independent assessment team.

3b. Results/Findings (How did you do? Summarize assessment data collected.)

   A random sample of 11 student responses to the exam question were evaluated by a committee using a rubric. 27.27% of the student work was deemed excellent; 40.9% of the work was deemed acceptable; 31.81% was deemed unacceptable.

3c. Use of Results (How did you use the findings, e.g., maintain, improve, change, etc.)

   The ratings of the evaluators, along with written comments of the evaluators, will be forwarded to the economics discipline coordinator in May 2009. Changes will be implemented in Fall 2009 (at which time this form will be amended).

4a. Second Direct Measure or Means of Assessment for Student Learning Outcome above (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc.).

4b. Results/Findings (How did you do? Summarize assessment data collected.)
4c. **Use of Results** (How did you use the findings?)

5a. **Third Direct (or Indirect) Measure or Means of Assessment for Student Learning Outcome above** (Briefly explain the means or measure and how you determined achievement, e.g., Direct: Pre-Post Test; Capstone; Licensure Exam; etc., Indirect: Alumni Survey; Interviews; NSSE; etc.).

5b. **Results/ Findings** (How did you do? Summarize assessment data collected.)

5c. **Use of Results** (How did you use the findings?)

6. **Documentation** (What is the evidence and where is it located? Give specific details, e.g., Licensure Exam Summary Results for 2007 are located in the office of Dr. Jane Smith, Department Head; Meeting minutes from April 23, 2006, and May 7, 2006, reflecting discussion of data and program changes are located in the office of Dr. Jane Smith, Department Head, etc.)

Scanned copies of the exam responses, a spreadsheet displaying the rubric evaluations of the evaluators, and a document summarizing the comments of the evaluators, are all stored electronically in the office of the COB Assurance of Learning Committee Chair, Kennedy Architecture Building room 208A.