

**College of Business Administration
General Business major
Assessment of Student Learning Plan**

JAN 31 2005

A. College, Department, and Date

College College of Business Administration (CBA)
Department: College of Business Administration
Date: October 30, 2004

B. Contact Person for the Assessment Plan

Dr. Ike C. Ehie, Associate Dean, CBA

C. Academic Program

General Business Major in the B.S. in Business Administration

D. Assessment of Student Learning Plan

1. Student Learning Outcomes

There are four (4) student learning outcomes (SLOs) identified for the General Business major in the College of Business Administration. These are listed below:

Knowledge of Business Concepts: Students should be able to understand the concepts, theories, and practices inherent in running an effective business.

Fact-Based Decision Making: Student should be able to identify methods to obtain and use qualitative and quantitative data to solve problems and make effective business decisions.

Application of Business Concepts: Students should be able to identify and analyze business problems and opportunities and develop managerial actions that enhance business performance in a global and technological environment.

Knowledge of the Diverse World of Business: Students should be equipped to function effectively in the increasingly diverse business environment.

The mapping of the College to the University SLOs:

SLOs	Knowledge	Critical Thinking	Communication	Diversity	Academic and Professional Integrity
Written Communication			X		
Oral Communication			X		
Adaptability to Change					X
Computer Skills	X				
Teamwork & Diversity				X	
Creative Thinking Skills		X			X
Disciplined Thinking	X				X
Global Perspectives				X	
Ethical Reasoning Skills		X			

The mapping of the General Business major and to College SLOs:

SLOs	Written Communication	Oral Communication	Adaptability to Change	Computer Skills	Teamwork & Diversity	Creative Thinking	Disciplined Thinking	Global Perspective	Ethical Reasoning
Knowledge of Business Concepts	X						X		X
Fact-Based Decision Making:	X			X			X		
Application of Business Concepts	X		X	X		X			
Knowledge of the Diverse World of Business:	X				X	X		X	

The Mapping of the General Business SLOs to the University SLOs

SLOs	Knowledge	Critical Thinking	Communication	Diversity	Academic and Professional Integrity
Knowledge of Business Concepts	X				X
Fact-Based Decision Making:	X				X
Application of Business Concepts	X	X	X		
Knowledge of the Diverse World of Business:	X		X	X	X

2. How will the student learning outcomes be assessed? What groups will be included in the assessment?

SLOs	Measures		Who will be assessed?
	Direct	Indirect	
<p>Knowledge of Business Concepts</p> <p>Fact-Based Decision Making</p> <p>Application of Business Concepts</p>	<p>Achievement test will be developed from the following courses: MKTG 400, MANGT 420, MANGT 421, FINAN 450, MANGT 520, MANGT 595 and MANGT 596.</p> <p>Pretest will be given at the point students are admitted to the General Business major. A post test will be given in the students' last semester before graduation. The content of the pre- and post test will be the same but the test format may be different.</p>		<p>All General Business students will be given the pretest when they are admitted into the degree track (major). A post test will be given in the last semester before graduation.</p> <p>The aggregate results of the pre test and the post test will be compared for each semester to determine the difference. The teaching faculty will establish the baseline for the minimum difference between the pre tests and the post tests after the pilot phase.</p>
<p>Knowledge of the Diverse World of Business</p>		<p>A senior exit survey will be conducted either by phone or by mail. Students will be asked of their knowledge of the diverse world of business and their general impression of the general business curriculum.</p>	<p>All Graduating seniors in the General Business degree track.</p>

3. When will these outcomes be assessed? When and in what format will the results of the assessment be discussed?

A pretest will be given when students are admitted into their degree track (major). A post-test will be given the last semester before the students graduate (when they file for graduation). The results will be analyzed and documented to determine aggregate student learning outcomes.

An exit survey will be conducted at the end of the last semester in which the students will graduate. This will be conducted by the Associate Dean. The results of these assessments will be discussed with a select group of faculty that teach in the distance business program.

Learning Outcomes	Timetable for Assessment of learning Outcomes			Baseline Created?
Direct Measures				
	2005	2006	2007	
Knowledge of Business Concepts Fact-Based Decision Making Application of Business Concepts	Creation of the instrument used in the assessment of SLOs. The instrument will be pilot tested and subsequently refined. Baseline will be determined based on the pilot test. For example, results of the post test should be at least 10 percent higher than the results of the pre test as a baseline.	All students admitted to the General Business major will be given a pre test once admitted. For students further along in their degree track, the post test will be administered the last semester before they graduate.	All students admitted to the General Business major will be given a pre test once admitted. For students further along in their degree track, the post test will be administered the last semester before they graduate.	The pretest will establish the baseline score upon which the post test will be compared to measure student learning.
Indirect Measures				
Knowledge of the Diverse World of Business	Create the instrument for the exit interview for all seniors in the Gen. Bus. Curriculum. Pilot test the instrument for all students graduating in spring and fall of 2005.	Administer the exit survey online to all students graduating in spring and fall.	Administer the exit survey online to all student graduating in spring and fall	Baseline created by averaging scores for each SLO over 2005 and 2006.

4. What is the unit's process for using assessment results to improve student learning?

The results of the assessment will be presented to the core faculty teaching in the distance program. The aggregate learning outcomes for both direct and indirect measures will be presented to the faculty. Results of the assessment will be used to review and improve the content and delivery of the distance courses and make necessary changes to the assessment tools. Furthermore baselines will be reviewed and changes made as needed.