

**Program Review Document**  
**General Business**  
**April 28, 2006**

**A. Summarized Review of Degree Program Report**

**A-1 Mission, Centrality, and Uniqueness**

The College of Business Administration is recognized as a leader in online-distance undergraduate degree program in business in the state of Kansas and the surrounding region. The general business major that is available to students who are unable to come to campus to pursue the degree program for a variety of reasons, is the only accredited undergraduate business program in the region. This places the college among a very select group of business schools in the world that have an AACSB accreditation undergraduate business program.

The Bachelor of Science in Business Administration (General Business Major) degree is essential to the mission of Kansas State University, a comprehensive, land grant institution serving the students and the people of Kansas, the nation and the world. This degree with a major in general business produces highly skilled and knowledgeable graduates that are better qualified to compete in a business environment that increasingly requires higher levels of education. General Business graduates possess specialized knowledge in the areas of economics, finance, management and marketing which are critical to the success of businesses in today's global economy. Without this major, the state of Kansas and regional firms will not provide access to undergraduate students who are space bound to pursue a business degree. Majority of students in the program are drawn from the State of Kansas.

**A-2 Quality of Faculty**

Currently, the faculties that teach in the general business program are drawn from all the four departments in the College of Business Administration. The quality of faculty is fully described in individual department's program review documents.

**A-3 Quality of Students**

The quality of the students in the general business program is strong. The 5-year average ACT score for general business students for juniors, seniors, and 5<sup>th</sup> year majors was 23.1. Placement of general business major stands at 100% as of the 2005 placement information.

Given the general business major is targeted to off-campus students, the program is delivered to students via telecommunication and the Internet. The mode of instruction is via distance using K-State Online services. K-State Online has several facilities that make communication between students and instructors almost seamless. Kansas State University has recently upgraded its library facilities and access to the library is available to students throughout the day. The K-State Online coupled with the electronic library facilities make the use of information readily available to students. Kansas State University maintains its own computing facilities, which strive to be at the leading edge of technology.

**A-4 Employer Demand**

In the 2004-2005 school year, the latest for which data is available; 100% of general business majors' graduates were employed prior to graduation. The average starting salary for these graduates in the 2004-2005 academic year was \$48,125. Most students continue with their current job after graduation with significant increase in the salary and position.

**A-5 Service Provided to the Discipline, the University, and Beyond**

Aside for the capstone courses in the major and on few occasions required courses in the major, all business courses are open to students from outside the college as long as they fulfill the prerequisites for these courses. The college generates significantly large number of student credit hours that come from students outside the college of business. Additionally, the college supports two master's level degrees (Master of Business Administration – MBA and Master of Accountancy – MAcc) by providing one 800 level core MBA course, one 800 level MBA elective, and four 600 level courses which can be taken by MBA and MAcc graduate students in their program of study. Since the major is centrally located, service of faculty members to their discipline, university and beyond is documented in department's program review documents.

**A-6 Cost Effectiveness**

Since the distance General Business degree program is offered as an inter-departmental program in the College of Business Administration, no additional cost is incurred to offer the program.

**B. Summarized Assessment of Student Learning Report**

**B-1. Student Learning Outcomes:**

In 2004, the college established four student-learning outcomes (SLOs) for the general management major. In the table below, student learning outcomes are presented and categorized as direct and indirect measures.

SLOs	Measures		Who will be assessed?
	Direct	Indirect	

Knowledge of Business Concepts	Achievement test will be developed from the following courses: MKTG 400, MANGT 420, MANGT 421, FINAN 450, MANGT 520, MANGT 595 and MANGT 596. 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.		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.  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.
Fact-Based Decision Making			
Application of Business Concepts			
Knowledge of the Diverse World of Business		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.	All Graduating seniors in the General Business degree track.

## **B-2. Assessment Measures Used**

In the spring 2006 semester, the college developed 70 questions to assess the four SLOs: 1) Knowledge of Business Concepts, 2) Fact-Based Decision Making, 3) Application of Business Concepts, and 4) Knowledge of the Diverse World of Business: These are multiple choice questions administered through K-State Online. A pretest was administered to BAPP students in the general business major and a post-test was given to graduating students with the general business majors. The initial test was a pilot for the

test and refinement to the test is being conducted. The revised test will be administered in fall 2006. The senior exit survey assessment will take place in fall 2006.

**B-3. Results of Assessment**

Since the test is being revised at this time, the results are not available.

**B-4. Review by Faculty**

Assessment will take place in fall 2006. After results from the process are tabulated, the following process will be followed for reviewing the results among the faculty and subsequent action: (1) Faculty will meet each spring semester to discuss the results of the assessment, (2) baseline level for each SLO will be evaluated to determine if it is set at an appropriate level, (3) Following the baseline creation, future year assessments will be compared to the baseline and prior year data to understand trends and monitor improvement and stability in student performance. At this meeting, the faculty will also review the assessment measures to ensure they are an accurate assessment of student knowledge for each SLO. In addition, each SLO will be reviewed and modified or deleted as necessary.

**B-5/6. Revisions implemented and effects on student learning**

Since the measures of assessment are still being developed, we do not have the results from the assessment and therefore have not taken actions to revise the program as of the date of this report. However, because data will be collected at the course level, we anticipate that areas of improvement in specific courses can be suggested depending upon the results of the assessment.