

**Business Administration Programs  
School of Business and Liberal Arts  
Fall 2016 Assessment Report**



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# What was assessed? Student learning outcomes list:

- *SLO 1 - Critical Thinking Skills*
  - *Students are expected to be able to apply economic analysis to real world situations, to understand current events and evaluate policy proposals, and to evaluate the role played by assumptions in arguments and analysis that reach conclusions*
- *SLO 2 - Quantitative Reasoning Skills*
  - *Students are expected to understand how to use empirical evidence to evaluate the validity of an economic argument, use statistical methodology, interpret results, and conduct appropriate statistical analysis of data*
- *SLO 3 - Problem-solving Skills*
  - *Students are expected to be able to solve problems that have clear solutions and to address problems that do not have clear answers and explain conditions in which these solutions may be correct*
- *SLO 4 - Specialized Knowledge and Application of Skills*
  - *Students are expected to develop critical and quantitative thinking skills specific to business and accounting*
- *SLO 5 - Communication Skills*
  - *Students are expected to be able to communicate effectively in written, oral, and graphical form about specific issues and to formulate well-organized written arguments that state assumptions and hypothesis supported by evidence*



# Where were outcomes assessed?

- *SLO 1 - Critical Thinking Skills*

*BSAD 100 - SLO 1, 2, 3, 4, 5*

*ECON 101 - SLO 3, 4, 5, 6*

*ECON 103 - SLO 3, 4, 5*

*FSMA 210 - SLO 1, 2, 3, 4, 5*

- *SLO 5 - Communication Skills*

*BSAD 200 - SLO 1, 2, 3, 4, 5*

*BSAD 201 - SLO 1*

*BSAD 203 - ?*

*BSAD 222 - ?*

- *?: These two marketing courses are not linked to SLO 5-Communications Skills.*



# How was the assessment accomplished?

- Student work assessed:
  - Midterm and final exam short answer questions
  - Calculations exams
  - Oral presentations
  - Research papers
- Measurement strategy:
  - rubrics used for oral presentations, research papers
  - % of questions answered correctly on calculations exam and midterm/final exams
- Sample size:
  - All students taking the specific assignments



# SLO 1 - Critical Thinking Skills Assessment Data using AACU Value Rubric

Course	Sections Participating	Total Sections	Outcome
BSAD 100	0	6	No outcomes reported
ECON 101	4	5	1 not met; 1 exceeded
ECON 103	2	2	1 not met
FSMA 210	0	4	No outcomes reported

## Business Administration Courses - Overall Findings for Critical Thinking

Total Sections Selected for Assessment

17

Total Sections Assessed

6

% Sections Meeting or Exceeding Target (of those assessed)

33%



# SLO 5 - Communication Skills Assessment Data using AACU Value Rubric

Course	Sections Participating	Total Sections	Outcome
BSAD 200	1	4	1 not met
BSAD 201	3	4	1 not met; 2 exceeded
BSAD 203	0	3	No outcomes reported
BSAD 222	0	1	No outcomes reported

## Business Administration Courses - Overall Findings for Communication

Total Sections Selected for Assessment

12

Total Sections Assessed

4

% Sections Meeting or Exceeding Target (of those assessed)

50%



# Where were outcomes assessed for CSLO Report

SLO	Course	Defined
1	BSAD 100	Discuss the nature of business and describe basic forms of business ownership
2	BSAD 100	Identify and discuss modern theory and practice relating to operations management in manufacturing and service environments
3	FSMA 210	Describe concepts of risk, and risk-return tradeoff
4	CITA 110	Describe the basic functions of data communication and utilize information technology to create and format business documents
5	ACCT 101	Define basic generally accepted accounting principles
6	ECON 101	Explain various economic tools used to measure the state of the economy and evaluate the appropriateness of various types of fiscal and monetary policy
7	ACCT	Compile basic financial statements and analyze financial

# Where were outcomes assessed for CSLO Report

SLO	Course	Defined
8	ECON 103	Apply economic principles to evaluate supply and demand, describe various market structures and their characteristics, explain government regulation in industry; and apply marginal productivity theory to a firm's production decisions
9	FSMA 210	Compute and apply common financial ratios to evaluate the financial performance of a business
10	FSMA 210	Develop and demonstrate knowledge of fundamental concepts in the analysis of common financial instruments such as loans, corporate bonds and common stock
11	BSAD 210	Identify and discuss the responsibilities and significance of human resource management, major issues surrounding labor-management relations, and motivational approaches available to managers
12	BSAD 201	Demonstrate knowledge of substantive law, case law, and precedent on business and society, and integrate social responsibility/ethical issues concerning legality
13	FSMA 210	Solve basic capital budgeting problems and describe key issues in corporate financial decision-making
14	FSMA 210	Apply time value of money concepts to assess investment opportunities and financial decisions



# Assessment Results: CSLO Report

SLO	Course	% Meeting Target	Met Target?
1	BSAD 100	67 % of the students met	Met
2	BSAD 100	67 % of the students met	Met
3	FSMA 210	100 % of the students met	Met
4	CITA 110	100 % of the students met	Met
5	ACCT 101	No outcome reported	?
6	ECON 101	89 % of the students met	Met
7	ACCT 101	No outcome reported	?
8	ECON 103	67 % of the students met	Met
9	FSMA 210	100 % of the students met	Met
10	FSMA 210	100 % of the students met	Met
11	BSAD 100	67 % of the students met	Met
12	BSAD 201	No outcome reported	?
13	FSMA 210	100 % of the students met	Met
14	FSMA 210	100 % of the students met	Met



# Assessment results: What have the data told us?

- Low ratio of total sections assessed over total sections selected due to missing data or no outcomes were reported by the instructors.
- % Sections Meeting or Exceeding Target (of those assessed): Low
- Assessed courses are required courses for 7 programs on average
- **SLO 1 - Critical Thinking**
  - Students need time and practice to develop critical thinking skills (BSAD 100 and ECON 101 are first semester courses)
- **SLO 5 – Communication Skills**
  - The assessment methodology continues to be subjective.
  - Half of the students in one of the sections of BSAD 201 scored a perfect 20 (capstone level written communication skills) although BSAD 201 is a lower level course. In another section the highest score was 16 which was earned by one out of 47 students.
  - Unless professors can reach a consensus regarding standards for measuring writing skills, the assessment process itself is flawed.)



## **Data-driven decisions: How the department has or plans to “close the loop” based on these results.**

- Given these findings, what will the department do differently?
  - Increase faculty participation in the assessment
  - Change teaching methods
  - Increase instructional support (e.g., tutoring,)
  - Reexamine assessment measures
  - Revise the ISLOs



# What resources were used or have been requested to close the loop?

- Potential resources that you might identify:
  - Individual faculty time revising within a course
  - Committee/Department faculty time making revisions spanning more than one course or adjusting the curriculum
  - Additional training for new faculty and adjuncts
  - Standardized test and/or capstone course



# What changes would you make to the Assessment Process?

- All sections of the course related to the Business Administration programs learning outcomes must use the same target.
- All instructors teaching courses related to the Business Administration programs learning outcomes must have access to the assessment results.

