

**Business Administration Programs
School of Business and Liberal Arts
Spring and Fall 2017 Assessment Report**



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What was assessed?

- *SLO 1 - Critical Thinking Skills*
- *SLO 5 - Communication Skills*



Where were outcomes assessed?

- ***SLO 1 - Critical Thinking Skills***

BSAD 100 - Introduction to Business

ECON 101 - Principles of Macroeconomics

ECON 103 - Principles of Microeconomics

FSMA 210- Introduction to Finance

- ***SLO 5 - Communication Skills***

BSAD 200 - Business Communications

BSAD 201 - Business Law 1

BSAD 203 - Marketing

BSAD 222 - Principles of Selling



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



How was the assessment accomplished?

(cont.)

ECON 101: Principles of Macroeconomics

You are assigned to write a paper (1-2 pages) on the effects of a hurricane on the economy of Florida. You will use supply and demand analysis to illustrate the likely effects of a hurricane on the equilibrium price and quantity in one of the markets/industries in Florida. The following markets are examples of markets in Florida based on Economic Perspectives of May 28, 2008 (http://econperspectives.blogspot.com/2008_05_01_archive.html):

- a). the market for orange juice. (Hint: The oranges grown in Florida are primarily used to make orange juice.)
- b). the market for plywood. (Hint: Plywood is used to protect windows from the high winds associated with hurricanes.)
- c). the market for batteries. (Hint: Hurricanes frequently knock down power line, causing many people to be without electricity for days or weeks.)
- d). the market for admission tickets to theme parks in Orlando. (Hint: Assume the hurricane causes heavy rain and wind throughout the Orlando area. Most of the attractions at these parks are outdoors.)



How was the assessment accomplished?

(Cont.)

Your analysis will consist of five sections. Each section must contain at least one paragraph. Each paragraph must contain at least three sentences:

1. Explanation of issue(s): You will clearly state the problem/issue and include any information necessary to fully explain the issue.
2. Evidence: You will select appropriate evidence to thoroughly investigate the problem, and critically evaluate the viewpoints.
3. Assumptions: You thoroughly analyze your assumptions and include relevant contextual information.
4. Your position (perspective, thesis/hypothesis): You will present a hypothesis that takes into account the complexities of the issue.
5. Conclusions and related outcomes: Your conclusions will be logically tied to the evidence and outlined.

75 % of the students that complete this Assignment will score at least 15 on the AACU Value Rubric.



How was the assessment accomplished?

(Cont.)

ECON 103: Principles of Microeconomics

Select one of the items listed below and write a 1 to 2 page paper on the impact it would have on the market for world oil. You will use supply and demand analysis to illustrate the impact. Included in your paper should be a prediction of what the impact will be on the equilibrium price and quantity of oil. Your analysis will consist of five sections, listed below. Each section should be at least one paragraph of at least three sentences.

Sections of the paper:

1. Explanation of issue(s): You will clearly state the problem/issue and include any information necessary to fully explain the issue.
2. Evidence: You will select appropriate evidence to thoroughly investigate the problem, and critically evaluate the viewpoints.
3. Assumptions: You thoroughly analyze your assumptions and include relevant contextual information.



How was the assessment accomplished? (Cont.)

4. Your position (perspective, thesis/hypothesis): You will present a hypothesis that takes into account the complexities of the issue.

5. Conclusions and related outcomes: Your conclusions will be logically tied to the evidence and outlined.

Items to select from:

- A. Retrofitting homes with insulation becomes cheaper.
- B. Oil is discovered in Potsdam NY.
- C. Hybrid cars become more popular.

70% of the students will score 10 or better on the AACU rubric



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

Course	Sections Participating	Sections with Findings	Outcome	Semester
BSAD 100	4	4	50% Met	Spring 2017
ECON 101	1	1	Not Met	Spring 2017
FSMA 210	3	3	100% Met	Spring 2017
BSAD 100	4	3	100% Met	Fall 2017
ECON 101	3	3	Met	Fall 2017
ECON 103	1	1	Met	Fall 2017
FSMA 210	4	3	Met	Fall 2017



SLO 1 - Critical Thinking Skills Assessment Data using AACU Value Rubric (Cont.)

Business Administration Courses - Overall Findings for Critical Thinking

Total Sections Selected for Assessment	20
Total Sections Assessed	18
% Sections Meeting or Exceeding Target (of those assessed)	100%



SLO 5 - Communication Skills Assessment Data using AACU Value Rubric

Course	Sections Participating	Sections with Findings	Outcome	Semester
BSAD 200	3	3	100% of Sections Met	Spring 2017
BSAD 203	3	3	100% of Sections Exceeded	Spring 2017
BSAD 200	3	3	Met	Fall 2017
BSAD 201	4	4	100% of Sections Met	Fall 2017
BSAD 203	2	2	Exceeded	Fall 2017
BSAD 222	1	1	Exceeded	Fall 2017



SLO 5 - Communication Skills Assessment Data using AACU Value Rubric (Cont.)

Business Administration Courses - Overall Findings for Communication

Total Sections Selected for Assessment	16
Total Sections Assessed	16
% Sections Meeting or Exceeding Target (of those assessed)	100%



Assessment results: What have the data told us?

- High ratio of total sections assessed over total sections selected due to active participation of the instructors in the assessment.
- % Sections Meeting or Exceeding Target (of those assessed): Very high: 100%
- Recommendations, Reflections, and Notes

BSAD 100: In upcoming semester one faculty member will stress the factual components more and give additional critical thinking tests.

BSAD 100: The simulation brings the business concepts more into focus than simply a book based course alone. Both sections had a business book from which they took quizzes on material mastery. Having weekly simulation exercises demonstrated student maturity as students received a zero for the simulation if they didn't complete the simulation or save their work.

Reflections/Notes : More simulations in BSAD 100.

BSAD 200: The large area of discrepancy/fluctuation appears to be the 'Genre and Disciplinary Conventions' area of the rubric. Unlike literature courses, business oriented ones often maintain a narrowed perspective, when working with genre and disciplinary concerns.

It might be worth incorporating an assignment once again (focusing on the international business audience), for different viewpoints on cultural communication.

