



 **SUNY CANTON**

BBA Management
School of Business and Liberal Arts
Fall 2015 Assessment Report



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Date of Presentation: February 2016

Program Learning Outcomes Assessed

PLO 1.0 - Critical Thinking and Analytical Competence

Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.

PLO 1.1 - Analyze quantitative and qualitative information to compare and contrast alternatives to reach a defensible solution.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	30	8	27%	12	40%	10	33%

PLO 1.2 - Demonstrate the ability to identify and evaluate relevant information for decision-making.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	66	23	35%	12	18%	31	47%



Program Learning Outcomes Assessed

PLO 2.0 - Communication Skills

PLO 1.0 - Critical Thinking and Analytical Competence

Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.

PLO 1.1 - Analyze quantitative and qualitative information to compare and contrast alternatives to reach a defensible solution.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	30	8	27%	12	40%	10	33%

PLO 1.2 - Demonstrate the ability to identify and evaluate relevant information for decision-making.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	66	23	35%	12	18%	31	47%
All BSAD Courses	0	2	33%	0	0%	4	67%



Program Learning Outcomes Assessed

PLO 3.0 - Core Business Knowledge

Apply business discipline knowledge in an integrative manner to business problems.

PLO 3.1 - Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	46	9	25%	8	22%	19	53%

PLO 3.2 - Describe the external forces (e.g. legal/regulatory, economic, global, industry, and customer) applicable to business operations.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	5	1	20%	2	40%	2	40%



Program Learning Outcomes Assessed

PLO 4.0 - Ethical Perspective

Recognize, analyze, and choose resolutions to ethical problems explicit or implicit in decision-making.

PLO 4.1 - Recognize ethical and social responsibility issues in a business environment.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	4	2	50%	0	0%	2	50%

PLO 4.2 - Conduct a process of ethical inquiry to resolve a dispute.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	1	0	0%	1	100%	0	0%



Program Learning Outcomes Assessed

PLO 5.0 - Global Perspective

Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.

PLO 5.1 - Explain how operating in a global marketplace creates business opportunities and challenges.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	5	3	60%	2	40%	0	0%

PLO 5.2 - Explain the implications of multicultural issues related to specific business scenarios.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	0	0	0%	0	0%	0	0%



Program Learning Outcomes Assessed

PLO 6.0 – Legal Knowledge

Demonstrate an understanding of the law and its application to business.

PLO 6.1 - Compare and contrast the characteristics of business structures/legal entities.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	3	1	33%	1	33%	1	33%

PLO 6.2 - Apply fundamentals principles of tort, contract, agency, intellectual property, and employment law in analyzing business decisions.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	11	3	27%	1	9%	7	64%



Program Learning Outcomes Assessed

PLO 7.0 - Interaction

Demonstrate professional behavior through the use of collaboration, leadership, and communication skills.

PLO 7.1 - Work cooperatively and effectively in a cross-disciplinary team.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	5	2	40%	1	20%	2	40%

PLO 7.2 - Explain the skills necessary to influence, inspire, and motivate individuals and groups to achieve results.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	7	1	14%	2	29%	4	57%



Program Learning Outcomes Assessed

PLO 8.0 - Resource Management

Manage resources to implement decisions and maximize the creation of value.

PLO 8.1 - Identify relevant resources to produce a product or service.

	Measures	Not Met		Met		Exceeded	
		N	%	N	%	N	%
All BSAD Courses	14	2	14%	7	50%	5	36%

PLO 8.2 - Appropriately manage resources based on their recognized availability.

	Measures	Not Met		Met		Exceeded	
		N	%	N	%	N	%
All BSAD Courses	14	6	43%	5	36%	3	21%



Program Learning Outcomes Assessed

PLO 9.0 - Technology

Identify opportunities to leverage technology in decision-making and use technology for personal productivity.

PLO 9.1 - Identify and utilize appropriate computer applications for analysis and data presentation.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	11	4	36%	0	0%	7	64%

PLO 9.2 - Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes.

	Measures	Not Met		Met		Exceeded	
	N	N	%	N	%	N	%
All BSAD Courses	14	6	43%	4	29%	4	29%



SLO 1 - Critical Thinking Skills Assessment Data Reporting Format Suggestion 1

SLO 1 - Critical Thinking Skills				
Course	Course SLO	Section	Target	Met Target?
ECON 101	SLO 2	Section A	80% of students score 75% on exam questions	Met
		Section B	70% of students score at least 25 points on written assignment rubric	Met
		Section C	70% of students score at least 80% on final exam questions 20, 22, 25	Not Met
	SLO 3	Section A	70% of students score at least 30 points on oral presentation rubric	Met
		Section B	75% of students score at least a 75% on critical thinking performance assignment	Not Met
		Section C	70% of students score at least 80% on final exam questions 10-17	Met
	SLO 4	Section A	80% of students score at least 70% on calculations exam	Not Met
		Section B	70% of students score at least 70% on calculations exam	Not Met
		Section C	70% of students score at least 70% on calculations exam	Not Met
	ECON 103	SLO 1	Section A	70% of students will score at least 25 points on the analysis section of research paper #1
Section B			75% of students will score at least 75 on the source defense section of the research paper	Not Met
Section C			60% of students will score at least 70% on th analysis of arguments rubric section on the debate	Met
Section D			70% of students will score at least 25 points on the analysis section of research paper #1	Not Met



Classroom Assessment Methods

Objective Tests



Essay



Embedded Questions and
Assignments



Individual Projects & Performance Assessments

Written Projects

Oral & Graphical
Presentations

Structural & Situational
Assessments



Summative Performance Assessments

Capstone Course &
Internship Experience

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Portfolios

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Standardized Tests & Group
Projects

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CRITICAL INSTITUTIONAL LEVEL IMPROVEMENTS NEEDED

- Fill faculty vacancies
- Bifurcate the path to tenure supporting a professional qualification (PQ) and an academic qualification (AQ) designation currently endorsed by the Association to Advance Collegiate Schools of Business (AACSB)
- Dedicated Institutional Research staff that can collect, analyze and disseminate the data needed for effective assessment
- Update licenses of the assessment and learning management systems eliminating administrative tasks that monopolize faculty time or provide administrative assistants to perform data entry
- Hire Taskstream consultants to provide training on use of their assessment system to derive meaningful results; a train the trainers model should be adopted
- Provide faculty with training in the curriculum assessment process
- Revision of institutional policies regarding the assessment process and expectations
- Provide funding for accreditation of the program



CRITICAL PROGRAM LEVEL IMPROVEMENTS NEEDED

- Review/update program course outlines, course-level learning objectives, and applicable institutional learning objectives
- Review/update direct and indirect learning measures for all course learning outcomes
- Assess students in business related Associates Degree programs or BBA Management students in their fourth semester using a nationally recognized evaluative measure such as ETS Major Field Test - Associates Degree in Business or CAPSIM Foundation
- An approved online course should be developed for BSAD 406 Cumulative Evaluation BBA, with a comprehensive and clear set of student expectations.
- Create a detailed BBA Management internship handbook to be distributed to students in the program in their junior year
- Develop strategic relationships with employers/organizations in the local, regional, state, national, and international level to promote greater student participation in service learning and internship programs.
- Encourage greater communication between the disciplines of Accounting, Business Administration, Economics, Finance, and Management to ensure that discipline level skills are being reinforced throughout the curriculum
- Re-examine how writing and research skills are introduced and reinforced throughout the program.



Creating goals to improve the program without having the faculty necessary to see those goals to fruition is presumptuous. Listed below is a suggested timetable to address items needing attention that can be accomplished with the existing faculty:

March 2016

- Distribute a final copy of the program assessment to all program faculty and solicit their feedback for improving the assessment process and the program
- Distribute a summary of the program assessment to all advisory board members to solicit feedback on programmatic changes

May 2016

- Become an institutional member of the International Assembly for Collegiate Business Education, which is the first step toward the accreditation process by that organization
- Conduct an advisory board meeting to discuss program curriculum, enrollment, community outreach and public relations efforts

September 2016

- Create a report that identifies the common data set needed to complete the existing program assessment template in Taskstream and submit to the Dean of the School of Business and Liberal Arts

December 2016

- Review and revise all course outlines, course level learning outcomes, and institutional learning objectives
- Review and revise direct and indirect assessment measures for all BSAD designated courses



What changes would you make to the Assessment Process?

- Align assessment processes with current best practices
- Provide adequate training to faculty and staff
- Develop readily available common data packages

