

# **Program Outcomes Assessment**

**BS in Business Administration**

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## **General Information (Program Outcomes Assessment)**

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## Standing Requirements

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### Mission Statement

Business Administration is an interdisciplinary program that allows the student to combine course from three or more applied business disciplines. Called emphasis areas, these disciplines permit the student to tailor his or her program to suit specific interests. Because the courses are in addition to those that accompany the business core, Business Administration students can assemble a general set of knowledge in multiple areas.

### Outcomes Library

#### BS in Business Administration Outcome Set


##### OBJ. 1: Competencies in business administration

Students will demonstrate various competencies in business administration.

Outcome	Mapping
Managing the Enterprise Students will have knowledge of management or marketing concepts and strategies for managing an organization.	No Mapping
Managing Financial Resources Students will have knowledge of finance, accounting or insurance and risk management concepts necessary to effectively manage financial resources of an organization.	No Mapping
Managing Operations and Systems Students will have knowledge or operations or systems concepts necessary to effectively manage an organization.	No Mapping

### Curriculum Map

#### Active Curriculum Maps

 **BusAdmin Curriculum Map** (See appendix)  
**Alignment Set:** BS in Business Administration Outcome Set  
**Created:** 01/27/2012 8:25:21 am CST  
**Last Modified:** 01/27/2012 8:34:00 am CST

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### Communication of Outcomes

The following actions will be taken to communicate the learning goals of the Bus Admin major:

1. Post learning goals on their website.

2. Include learning goals in any promotional materials for the major/program.
3. Share learning goals with freshmen in BUS 100.
4. Make employers or potential employers aware of student learning outcomes.

## **Archive (This area is to be used for archiving pre-TaskStream assessment data and for current documents.)**

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 **Archive**

## 2011-2012 Assessment Cycle

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### Assessment Plan

#### Outcomes and Measures

#### BS in Business Administration Outcome Set

##### **OBJ. 1: Competencies in business administration**

Students will demonstrate various competencies in business administration.

##### **Managing the Enterprise**

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing the Enterprise (Either Management or Marketing)

**Target:** Students will perform at a higher level than business majors who did not have advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years afterwards

**Responsible Individual(s):** Assessment Coordinator

##### **Managing Financial Resources**

Students will have knowledge of finance, accounting or insurance and risk management concepts necessary to effectively manage financial resources of an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Financial Resources (Either ACCT, FIN or IRM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

##### **Managing Operations and Systems**

Students will have knowledge or operations or systems concepts necessary to effectively manage an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Operations & Systems (Either MIS or OMA/OSCM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

### Assessment Findings

#### Finding per Measure

#### BS in Business Administration Outcome Set

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## OBJ. 1: Competencies in business administration

Students will demonstrate various competencies in business administration.

### Managing the Enterprise

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing the Enterprise (Either Management or Marketing)

**Target:** Students will perform at a higher level than business majors who did not have advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years afterwards

**Responsible Individual(s):** Assessment Coordinator

#### Findings for SCOB Exit Exam

**Summary of Findings:** Six Business Administration majors took the exit exam, which provides a very limited sample. Overall, only 20% of BA majors scored at satisfactory levels on the Exit Exam overall, and only 33%, 33% and 17% scored satisfactorily on the Marketing, Management and Strategy portions, respectively. This performance was extremely low compared to MGT & MKTG majors, and substantially lower than other majors who did not have any additional coursework in EITHER MGT or MKTG.

**Results:** Target Achievement: Not Met

**Recommendations :** We need to increase participation among BA majors to determine if this performance is representative or not.

**Reflections/Notes :**

### Managing Financial Resources

Students will have knowledge of finance, accounting or insurance and risk management concepts necessary to effectively manage financial resources of an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Financial Resources (Either ACCT, FIN or IRM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

#### Findings for SCOB Exit Exam

**Summary of Findings:** Six Business Administration majors took the exit exam, which provides a very limited sample. Overall, only 17% of BA majors scored at satisfactory levels on the Exit Exam overall. About 67% scored satisfactorily on the Finance and Accounting portions of the exam. This performance is about the same or lower than majors in Accounting and Finance, and lower than other majors.

**Results:** Target Achievement: Not Met

**Recommendations :** We need to increase participation among BA majors to determine if this performance is representative or not.

**Reflections/Notes :**

### Managing Operations and Systems

Students will have knowledge or operations or systems concepts necessary to effectively manage an organization.

#### ▼ Measure: SCOB Exit Exam Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Operations & Systems (Either MIS or OMA/OSCM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

#### Findings for SCOB Exit Exam

**Summary of Findings:** Six Business Administration majors took the exit exam, which provides a very limited sample. Overall, only 17% of BA majors scored at satisfactory levels on the Exit Exam overall. About 67%, 50% and 33% of BA students scored satisfactorily on the MIS, Operations & Statistics portions of the exam. This performance is about the same to substantially lower than majors in MIS and OMA and other majors not related to MIS/OMA.

**Results:** Target Achievement: Not Met

**Recommendations :** We need to increase participation among BA majors to determine if this performance is representative or not.

**Reflections/Notes :**

### Overall Recommendations

*No text specified*

### Overall Reflection

*No text specified*

## 📅 Action Plan

### Actions

#### BS in Business Administration Outcome Set

##### OBJ. 1: Competencies in business administration

Students will demonstrate various competencies in business administration.

### Managing the Enterprise

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

#### ▼ Action: Increase Participation among BA majors & Monitor Results

##### This Action is associated with the following Findings

No supporting Findings have been linked to this Action.

##### Action Details:

**Implementation Plan (timeline):** Spring 2014

**Key/Responsible Personnel:** BUS 401 instructors, SCOB Assessment Coordinator

**Measures:** Increase to at least 15-20 BA majors by Spring 2014

**Resource Allocations:** None

**Priority:** Medium

### Managing Financial Resources

Students will have knowledge of finance, accounting or insurance and risk management concepts necessary to effectively manage financial resources of an organization.

▼ **Action:** Increase Participation among BA majors & Monitor Results

**This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

**Action Details:**

**Implementation Plan (timeline):** Spring 2014

**Key/Responsible Personnel:** BUS 401 instructors, SCOB Assessment Coordinator

**Measures:** Increase to at least 15-20 BA majors by Spring 2014

**Resource Allocations:** None

**Priority:** Medium

### Managing Operations and Systems

Students will have knowledge or operations or systems concepts necessary to effectively manage an organization.

▼ **Action:** Increase Participation among BA majors & Monitor Results

**This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

**Action Details:**

**Implementation Plan (timeline):** Spring 2014

**Key/Responsible Personnel:** BUS 401 instructors, SCOB Assessment Coordinator

**Measures:** Increase to at least 15-20 BA majors by Spring 2014

**Resource Allocations:** None

**Priority:** Medium

## Status Report

### Action Statuses

### BS in Business Administration Outcome Set

#### OBJ. 1: Competencies in business administration

Students will demonstrate various competencies in business administration.

### Managing the Enterprise

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

▼ **Action:** Increase Participation among BA majors & Monitor Results

**Action Details:**

**Implementation Plan (timeline):** Spring 2014

**Key/Responsible Personnel:** BUS 401 instructors, SCOB Assessment Coordinator

**Measures:** Increase to at least 15-20 BA majors by Spring 2014

**Resource Allocations:** None

**Priority:** Medium

**Status** for Increase Participation among BA majors & Monitor Results

*No Status Added*

### Managing Financial Resources

Students will have knowledge of finance, accounting or insurance and risk management concepts necessary to effectively manage financial resources of an organization.

▼ **Action:** Increase Participation among BA majors & Monitor Results

**Action Details:**

**Implementation Plan (timeline):** Spring 2014

**Key/Responsible Personnel:** BUS 401 instructors, SCOB Assessment Coordinator

**Measures:** Increase to at least 15-20 BA majors by Spring 2014

**Resource Allocations:** None

**Priority:** Medium

**Status** for Increase Participation among BA majors & Monitor Results

*No Status Added*

### Managing Operations and Systems

Students will have knowledge or operations or systems concepts necessary to effectively manage an organization.

▼ **Action:** Increase Participation among BA majors & Monitor Results

**Action Details:**

**Implementation Plan (timeline):** Spring 2014

**Key/Responsible Personnel:** BUS 401 instructors, SCOB Assessment Coordinator

**Measures:** Increase to at least 15-20 BA majors by Spring 2014

**Resource Allocations:** None

**Priority:** Medium

**Status** for Increase Participation among BA majors & Monitor Results

*No Status Added*

### Status Summary

*No text specified*

### Summary of Next Steps

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*No text specified*

## 2012-2013 Assessment Cycle

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### Assessment Plan

#### Outcomes and Measures

##### BS in Business Administration Outcome Set

###### **OBJ. 1: Competencies in business administration**

Students will demonstrate various competencies in business administration.

###### **Managing the Enterprise**

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** The SCOB exit exam is administered every other year. The next administration will be in Spring 2014

**Target:**

**Implementation Plan (timeline):**

**Responsible Individual(s):** Assessment Coordinator

### Assessment Findings

#### Finding per Measure

##### BS in Business Administration Outcome Set

###### **OBJ. 1: Competencies in business administration**

Students will demonstrate various competencies in business administration.

###### **Managing the Enterprise**

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** The SCOB exit exam is administered every other year. The next administration will be in Spring 2014

**Target:**

**Implementation Plan (timeline):**

**Responsible Individual(s):** Assessment Coordinator

###### **Findings for SCOB Exit Exam**

**Summary of Findings:** No data collected. Exit exam is administered every other year.

**Recommendations :**

**Reflections/Notes :**

**These Findings are associated with the following Actions:**

**Scot Exit Exam in Spring 2014**

(Action Plan; 2012-2013 Assessment Cycle)

## Overall Recommendations

No text specified

## Overall Reflection

No text specified

## Action Plan

### Actions

#### BS in Business Administration Outcome Set

##### **OBJ. 1: Competencies in business administration**

Students will demonstrate various competencies in business administration.

##### **Managing the Enterprise**

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

##### ▼ **Action:** Scot Exit Exam in Spring 2014

##### **This Action is associated with the following Findings**

##### **Findings for SCOB Exit Exam**

(Assessment Plan and Assessment Findings; 2012-2013 Assessment Cycle)

**Summary of Findings:** No data collected. Exit exam is administered every other year.

**Action Details:** Administer SCOB exit exam in Spring 2014

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:** High

## Status Report

### Action Statuses

#### BS in Business Administration Outcome Set

##### **OBJ. 1: Competencies in business administration**

Students will demonstrate various competencies in business administration.

##### **Managing the Enterprise**

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

##### ▼ **Action:** Scot Exit Exam in Spring 2014

**Action Details:** Administer SCOB exit exam in Spring 2014

**Implementation Plan (timeline):**

**Key/Responsible Personnel:**

**Measures:**

**Resource Allocations:**

**Priority:** High

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**Status** for Scot Exit Exam in Spring 2014

*No Status Added*

### Status Summary

The next schedule time for administering the exit exam is Spring 2014. During 2013-2014 questions were reviewed and the exit exam is in the process of being administered.

### Summary of Next Steps

*No text specified*



## 2013-2014 Assessment Cycle

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### Assessment Plan

#### Outcomes and Measures

#### BS in Business Administration Outcome Set

##### **OBJ. 1: Competencies in business administration**

Students will demonstrate various competencies in business administration.

##### **Managing the Enterprise**

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing the Enterprise (Either Management or Marketing)

**Target:** Students will perform at a higher level than business majors who did not have advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years afterwards

**Responsible Individual(s):** Assessment Coordinator

##### **Managing Financial Resources**

Students will have knowledge of finance, accounting or insurance and risk management concepts necessary to effectively manage financial resources of an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Financial Resources (Either ACCT, FIN or IRM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

##### **Managing Operations and Systems**

Students will have knowledge or operations or systems concepts necessary to effectively manage an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Operations & Systems (Either MIS or OMA/OSCM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

### Assessment Findings

#### Finding per Measure

#### BS in Business Administration Outcome Set

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## OBJ. 1: Competencies in business administration

Students will demonstrate various competencies in business administration.

### Managing the Enterprise

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

#### ▼ Measure: SCOB Exit Exam Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing the Enterprise (Either Management or Marketing)

**Target:** Students will perform at a higher level than business majors who did not have advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years afterwards

**Responsible Individual(s):** Assessment Coordinator

#### Findings for SCOB Exit Exam

**Summary of Findings:** Overall, BA majors scored sufficiently high in these areas.

MKTG -- 100% of students scored satisfactorily (3+)

MGT -- 100% of students scored satisfactorily (3+)

However, on strategy, only 60% of students scored satisfactorily (3+), while 1 was developing (2/5 correct) and one was deficient (1/5 correct).

Overall, results seem acceptable; however, BA students did not score as high as students with other majors.


**Results:** Target Achievement: Met

**Recommendations :** None. There are no red flags in these results. While BA students seem lower than other students, they are not exceptionally lower.

**Reflections/Notes :** It is hard to make general conclusions based on 5 students. We will try again next time to increase the sample size.

We also cannot, at this time, identify the areas in which these students concentrated, so we cannot determine if they scored higher in that area.

#### Substantiating Evidence:

 Exit Exam Results S14 - Summary by majro.xlsx (Excel Workbook (Open XML)) (See appendix)

### Managing Financial Resources

Students will have knowledge of finance, accounting or insurance and risk management concepts necessary to effectively manage financial resources of an organization.

#### ▼ Measure: SCOB Exit Exam Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Financial Resources (Either ACCT, FIN or IRM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

#### Findings for SCOB Exit Exam

**Summary of Findings:** Overall, BA majors scored sufficiently high in these areas.

FIN -- 100% of students scored satisfactorily (3+)

ACCT -- 80% of students scored satisfactorily (3+)

Overall, results seem acceptable; however, BA students did not score as high as students with other majors.


**Results:** Target Achievement: Met

**Recommendations :** None. There are no red flags in these results. BA students seem lower than other students in Accounting, but they are not exceptionally lower. They have scored higher in

Finance.

**Reflections/Notes :** It is hard to make general conclusions based on 5 students. We will try again next time to increase the sample size. We also cannot, at this time, identify the areas in which these students concentrated, so we cannot determine if they scored higher in that area.

**Substantiating Evidence:**

 Exit Exam Results S14 - Summary by majro.xlsx (Excel Workbook (Open XML)) (See appendix)

**Managing Operations and Systems**

Students will have knowledge or operations or systems concepts necessary to effectively manage an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Operations & Systems (Either MIS or OMA/OSCM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 3 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

**Findings** for SCOB Exit Exam

**Summary of Findings:** Overall, BA majors scored sufficiently high in these areas.

MIS -- 100% of students scored satisfactorily (3+)

OPS -- 100% of students scored satisfactorily (3+)

Overall, results are acceptable; BA students scored higher, on average, than students with other majors.

**Results:** Target Achievement: Met

**Recommendations :** None.

**Reflections/Notes :** It is hard to make general conclusions based on 5 students. We will try again next time to increase the sample size.

We also cannot, at this time, identify the areas in which these students concentrated, so we cannot determine if they scored higher in that area.

**Overall Recommendations**

*No text specified*

**Overall Reflection**

*No text specified*

 **Action Plan**

**Actions**

**BS in Business Administration Outcome Set**

**OBJ. 1: Competencies in business administration**

Students will demonstrate various competencies in business administration.

### Managing the Enterprise

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

#### ▼ Action: SCOB Exit Exam in Spring 2016

##### **This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

**Action Details:** 1) Increase number of business administration majors taking the exam  
2) Identify areas of emphasis for BA majors, either by: (a) having USSO/SLAC personnel look up the info or (b) amending the exam so that students can enter their emphasis areas themselves

**Implementation Plan (timeline):** Administer SCOB exit exam in Spring 2016

**Key/Responsible Personnel:** BUS 401 instructors; SCOB Assessment Coordinator

##### **Measures:**

**Resource Allocations:** Personnel in USSO and SLAC must work together to identify areas of emphasis OR the exam must be amended for students to enter this info themselves.

**Priority:** Medium

## 📄 Status Report

### Action Statuses

#### BS in Business Administration Outcome Set

##### **OBJ. 1: Competencies in business administration**

Students will demonstrate various competencies in business administration.

### Managing the Enterprise

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

#### ▼ Action: SCOB Exit Exam in Spring 2016

**Action Details:** 1) Increase number of business administration majors taking the exam  
2) Identify areas of emphasis for BA majors, either by: (a) having USSO/SLAC personnel look up the info or (b) amending the exam so that students can enter their emphasis areas themselves

**Implementation Plan (timeline):** Administer SCOB exit exam in Spring 2016

**Key/Responsible Personnel:** BUS 401 instructors; SCOB Assessment Coordinator

##### **Measures:**

**Resource Allocations:** Personnel in USSO and SLAC must work together to identify areas of emphasis OR the exam must be amended for students to enter this info themselves.

**Priority:** Medium

#### **Status** for SCOB Exit Exam in Spring 2016

*No Status Added*

### Status Summary

Targets were met. As a result the next time this outcome is scheduled to be assessed is Spring 2016.

### Summary of Next Steps

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Assess during Spring 2016.



## 2014-2015 Assessment Cycle

### Assessment Plan

#### Outcomes and Measures

#### BS in Business Administration Outcome Set

##### OBJ. 1: Competencies in business administration

Students will demonstrate various competencies in business administration.

##### Managing the Enterprise

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

##### Measure: MEIS Professional Development Center Participation Direct - Other


**Details/Description:** For the 2014-15 Assessment Cycle only, participation in Meis Professional Development Center activities to enhance professional, ethical, global, and general business competencies will be used to gauge Business Administration majors' advancement of these competencies.

**Target:** 80% of Business Administration Majors will participate in a Meis Professional Development Center student activity

**Implementation Plan (timeline):** AY 2014-2015 Only.

**Responsible Individual(s):** Assessment Coordinator

##### Supporting Attachments:

 Meis Center Activity Calendar (Excel Workbook (Open XML)) (See appendix)  
Typical yearly activity calendar for Meis Professional Development Center

##### Managing Financial Resources

Students will have knowledge of finance, accounting or insurance and risk management concepts necessary to effectively manage financial resources of an organization.

##### Measure: MEIS Professional Development Center Participation Direct - Other


**Details/Description:** For the 2014-15 Assessment Cycle only, participation in Meis Professional Development Center activities to enhance professional, ethical, global, and general business competencies will be used to gauge Business Administration majors' advancement of these competencies.

**Target:** 80% of Business Administration Majors will participate in a Meis Professional Development Center student activity

**Implementation Plan (timeline):** AY 2014-15 only

**Responsible Individual(s):** Assessment Coordinator

##### Supporting Attachments:

 Meis Center Activity Calendar (Excel Workbook (Open XML)) (See appendix)  
Typical yearly activity calendar for Meis Professional Development Center.

##### Managing Operations and Systems

Students will have knowledge or operations or systems concepts necessary to effectively manage an organization.

##### Measure: MEIS Professional Development Center Participation Direct - Other

**Details/Description:** For the 2014-15 Assessment Cycle only, participation in Meis Professional Development Center activities to enhance professional, ethical, global, and general business competencies will be used to gauge Business Administration majors' advancement of these competencies.


**Target:** 80% of Business Administration Majors will participate in a Meis Professional Development

Center student activity

**Implementation Plan (timeline):** AY 2014-15 only.

**Responsible Individual(s):** Assessment Coordinator

**Supporting Attachments:**

 Meis Center Activity Calendar (Excel Workbook (Open XML)) (See appendix)  
Typical annual activity calendar for Meis Professional Development Center.

## Assessment Findings

### Finding per Measure

#### BS in Business Administration Outcome Set

##### **OBJ. 1: Competencies in business administration**

Students will demonstrate various competencies in business administration.

##### **Managing the Enterprise**

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

##### ▼ **Measure:** MEIS Professional Development Center Participation Direct - Other


**Details/Description:** For the 2014-15 Assessment Cycle only, participation in Meis Professional Development Center activities to enhance professional, ethical, global, and general business competencies will be used to gauge Business Administration majors' advancement of these competencies.

**Target:** 80% of Business Administration Majors will participate in a Meis Professional Development Center student activity

**Implementation Plan (timeline):** AY 2014-2015 Only.

**Responsible Individual(s):** Assessment Coordinator

**Supporting Attachments:**

 Meis Center Activity Calendar (Excel Workbook (Open XML)) (See appendix)  
Typical yearly activity calendar for Meis Professional Development Center

##### **Findings** for MEIS Professional Development Center Participation

**Summary of Findings:** A goal of 80% participation in Meis Center activities was set forth. Actual participation was as follows:

Fall - 167 of 302 students for a proportion of 55%.


Spring - 151 of 296 students for a proportion of 51%

**Results:** Target Achievement: Not Met

**Recommendations :** In the current cycle, the plan calls for using exit exam data for the exam which will be given in Spring, 2016. Therefore, no modification to the current (AY 2015-16) Assessment Plan is needed. in odd numbered years, the existing practice has been simply to not assess the BA major. A practicable plan must be implemented for odd years by AY 2016-17.

**Reflections/Notes :** While somewhat informative, especially in context with other majors (whose participation rate was mostly lower), this is not an optimal way to Assess the stated, specific learning goals of the BA major.

**Substantiating Evidence:**

 Summary of Meis Center participation for AY 2014-15 (Excel Workbook (Open XML)) (See appendix)

**These Findings are associated with the following Actions:**

**No current actions required. Exit exam is given every other year.**  
(Action Plan; 2014-2015 Assessment Cycle)

### Managing Financial Resources

Students will have knowledge of finance, accounting or insurance and risk management concepts necessary to effectively manage financial resources of an organization.

#### ▼ Measure: MEIS Professional Development Center Participation Direct - Other

**Details/Description:** For the 2014-15 Assessment Cycle only, participation in Meis Professional Development Center activities to enhance professional, ethical, global, and general business competencies will be used to gauge Business Administration majors' advancement of these competencies.

**Target:** 80% of Business Administration Majors will participate in a Meis Professional Development Center student activity

**Implementation Plan (timeline):** AY 2014-15 only

**Responsible Individual(s):** Assessment Coordinator

#### Supporting Attachments:

📎 Meis Center Activity Calendar (Excel Workbook (Open XML)) (See appendix)  
Typical yearly activity calendar for Meis Professional Development Center.

#### Findings for MEIS Professional Development Center Participation

**Summary of Findings:** A goal of 80% participation in Meis Center activities was set forth. Actual participation was as follows:

Fall - 167 of 302 students for a proportion of 55%.

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**Results:** Target Achievement: Not Met

**Recommendations :** In the current cycle, the plan calls for using exit exam data for the exam which will be given in Spring, 2016. Therefore, no modification to the current (AY 2015-16) Assessment Plan is needed. In odd numbered years, the existing practice has been simply to not assess the BA major. A practicable plan must be implemented for odd years by AY 2016-17.

**Reflections/Notes :** While somewhat informative, especially in context with other majors (whose participation rate was mostly lower), this is not an optimal way to Assess the stated, specific learning goals of the BA major.

#### Substantiating Evidence:

📎 Summary of Meis Center participation for AY 2014-15 (Excel Workbook (Open XML)) (See appendix)

### Managing Operations and Systems

Students will have knowledge or operations or systems concepts necessary to effectively manage an organization.

#### ▼ Measure: MEIS Professional Development Center Participation Direct - Other

**Details/Description:** For the 2014-15 Assessment Cycle only, participation in Meis Professional Development Center activities to enhance professional, ethical, global, and general business competencies will be used to gauge Business Administration majors' advancement of these competencies.

**Target:** 80% of Business Administration Majors will participate in a Meis Professional Development Center student activity

**Implementation Plan (timeline):** AY 2014-15 only.

**Responsible Individual(s):** Assessment Coordinator

#### Supporting Attachments:

📎 Meis Center Activity Calendar (Excel Workbook (Open XML)) (See appendix)  
Typical annual activity calendar for Meis Professional Development Center.

#### Findings for MEIS Professional Development Center Participation



**Summary of Findings:** A goal of 80% participation in Meis Center activities was set forth. Actual participation was as follows:

Fall - 167 of 302 students for a proportion of 55%.


Spring - 151 of 296 students for a proportion of 51%

**Results:** Target Achievement: Not Met

**Recommendations :** In the current cycle, the plan calls for using exit exam data for the exam which will be given in Spring, 2016. Therefore, no modification to the current (AY 2015-16) Assessment Plan is needed. In odd numbered years, the existing practice has been simply to not assess the BA major. A practicable plan must be implemented for odd years by AY 2016-17.

**Reflections/Notes :** While somewhat informative, especially in context with other majors (whose participation rate was mostly lower), this is not an optimal way to Assess the stated, specific learning goals of the BA major.

**Substantiating Evidence:**

 Summary of Meis Center participation for AY 2014-15 (Excel Workbook (Open XML)) (See appendix)

## Overall Recommendations

By AY 2016-17, a practicable way to assess the BA major learning goals must be formulated so that assessment does not stop in non exit exam cycles.

## Overall Reflection

Meis Center participation is a weak measure of success on the stated learning goals of the BA major. It does indicate that BA majors are committed to professional development to a greater extent than most other majors.

## Action Plan

### Actions

#### BS in Business Administration Outcome Set

##### **OBJ. 1: Competencies in business administration**

Students will demonstrate various competencies in business administration.

##### **Managing the Enterprise**

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

▼ **Action:** No current actions required. Exit exam is given every other year.

##### **This Action is associated with the following Findings**

##### **Findings for MEIS Professional Development Center Participation** (Assessment Plan and Assessment Findings; 2014-2015 Assessment Cycle)

**Summary of Findings:** A goal of 80% participation in Meis Center activities was set forth. Actual participation was as follows:

Fall - 167 of 302 students for a proportion of 55%.

Spring - 151 of 296 students for a proportion of 51%

##### **Action Details:**

**Implementation Plan (timeline):** Spring 2016

**Key/Responsible Personnel:**

**Measures:** Exit Exam

**Resource Allocations:**

**Priority:** Medium

▼ **Action:** SCOB Exit Exam in Spring 2016

**This Action is associated with the following Findings**

No supporting Findings have been linked to this Action.

**Action Details:** 1) Increase number of business administration majors taking the exam  
2) Identify areas of emphasis for BA majors, either by: (a) having USSO/SLAC personnel look up the info or (b) amending the exam so that students can enter their emphasis areas themselves

**Implementation Plan (timeline):** Administer SCOB exit exam in Spring 2016

**Key/Responsible Personnel:** BUS 401 instructors; SCOB Assessment Coordinator

**Measures:**

**Resource Allocations:** Personnel in USSO and SLAC must work together to identify areas of emphasis OR the exam must be amended for students to enter this info themselves.

**Priority:** Medium

 **Status Report**

**Action Statuses**

**BS in Business Administration Outcome Set**

**OBJ. 1: Competencies in business administration**

Students will demonstrate various competencies in business administration.

**Managing the Enterprise**

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

▼ **Action:** No current actions required. Exit exam is given every other year.

**Action Details:**

**Implementation Plan (timeline):** Spring 2016

**Key/Responsible Personnel:**

**Measures:** Exit Exam

**Resource Allocations:**

**Priority:** Medium

**Status** for No current actions required. Exit exam is given every other year.

*No Status Added*

▼ **Action:** SCOB Exit Exam in Spring 2016

**Action Details:** 1) Increase number of business administration majors taking the exam  
2) Identify areas of emphasis for BA majors, either by: (a) having USSO/SLAC personnel look up the info or (b) amending the exam so that students can enter their emphasis areas themselves

**Implementation Plan (timeline):** Administer SCOB exit exam in Spring 2016

**Key/Responsible Personnel:** BUS 401 instructors; SCOB Assessment Coordinator

**Measures:**

**Resource Allocations:** Personnel in USSO and SLAC must work together to identify areas of emphasis OR the exam must be amended for students to enter this info themselves.

**Priority:** Medium

**Status** for SCOB Exit Exam in Spring 2016

*No Status Added*

**Status Summary**

*No text specified*

**Summary of Next Steps**

*No text specified*

## 2015-2016 Assessment Cycle

### Assessment Plan

#### Outcomes and Measures

#### BS in Business Administration Outcome Set

##### OBJ. 1: Competencies in business administration

Students will demonstrate various competencies in business administration.

##### Managing the Enterprise

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing the Enterprise (Either Management or Marketing)

**Target:** Students will perform at a higher level than business majors who did not have advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 2 years afterwards

**Responsible Individual(s):** Assessment Coordinator

##### Managing Financial Resources

Students will have knowledge of finance, accounting or insurance and risk management concepts necessary to effectively manage financial resources of an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Financial Resources (Either ACCT, FIN or IRM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 2 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

##### Managing Operations and Systems

Students will have knowledge or operations or systems concepts necessary to effectively manage an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Operations & Systems (Either MIS or OMA/OSCM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 2 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

### Assessment Findings

#### Finding per Measure

#### BS in Business Administration Outcome Set

## OBJ. 1: Competencies in business administration

Students will demonstrate various competencies in business administration.

### Managing the Enterprise

Students will have knowledge of management or marketing concepts and strategies for managing an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing the Enterprise (Either Management or Marketing)

**Target:** Students will perform at a higher level than business majors who did not have advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 2 years afterwards

**Responsible Individual(s):** Assessment Coordinator

#### Findings for SCOB Exit Exam

*No Findings Added*

### Managing Financial Resources

Students will have knowledge of finance, accounting or insurance and risk management concepts necessary to effectively manage financial resources of an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Financial Resources (Either ACCT, FIN or IRM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 2 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

#### Findings for SCOB Exit Exam

*No Findings Added*

### Managing Operations and Systems

Students will have knowledge or operations or systems concepts necessary to effectively manage an organization.

▼ **Measure:** SCOB Exit Exam  
Direct - Exam

**Details/Description:** Performance on questions related to student's concentration area in Managing Operations & Systems (Either MIS or OMA/OSCM)

**Target:** Students will perform at a higher level than others not taking advanced coursework in that area (non-majors and non-minors).

**Implementation Plan (timeline):** Spring 2012 and every 2 years thereafter.

**Responsible Individual(s):** Assessment Coordinator

#### Findings for SCOB Exit Exam

*No Findings Added*

## Overall Recommendations

*No text specified*

## Overall Reflection

*No text specified*

### Action Plan

### Status Report

## 2016-2017 Assessment Cycle

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 **Assessment Plan**

 **Assessment Findings**

## 2017-2018 Assessment Cycle

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 **Assessment Plan**

 **Assessment Findings**



## 2018-2019 Assessment Cycle

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 **Assessment Plan**

 **Assessment Findings**

## 2019-2020 Assessment Cycle

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 **Assessment Plan**

 **Assessment Findings**

# Appendix

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- A. **BusAdmin Curriculum Map** (Curriculum Map)
  - B. **Exit Exam Results S14 - Summary by majro.xlsx** (Excel Workbook (Open XML))
  - C. **Exit Exam Results S14 - Summary by majro.xlsx** (Excel Workbook (Open XML))
  - D. **Meis Center Activity Calendar** (Excel Workbook (Open XML))
  - E. **Meis Center Activity Calendar** (Excel Workbook (Open XML))
  - F. **Meis Center Activity Calendar** (Excel Workbook (Open XML))
  - G. **Summary of Meis Center participation for AY 2014-15** (Excel Workbook (Open XML))
  - H. **Summary of Meis Center participation for AY 2014-15** (Excel Workbook (Open XML))
  - I. **Summary of Meis Center participation for AY 2014-15** (Excel Workbook (Open XML))
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