

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan
School of Management
Bachelor of Business Administration (BBA)
Economics
(2016-2017)

SOM MISSION: We are a learning community where innovation in teaching, discovery and service prepares students for professional success that benefits our community, the state of Alaska and the nation.

SOM VISION: The School of Management will be recognized for high-quality educational programs, hands-on educational opportunities for students, service to the community and accomplished teaching and research faculty. The School of Management strives to be acknowledged as the premier business school in Alaska.

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
1. Communication 1a. Written: Students should be able to develop a paper using cogent arguments or opinions on topics pertaining to the field of study. 1b. Oral: Students should be able to deliver a professional Powerpoint presentation and field questions related to presentation with confidence and poise.	<u>Instrument:</u> Writing assignments. <u>Rubric:</u> The writing rubric covers 6 components. <u>Min. Standard:</u> 75% of students meet or exceed expectations averaged across all six components. <u>Instrument:</u> Oral presentations. <u>Rubric:</u> The Oral rubric covers 7 dimensions. <u>Min. Standard:</u> 75% of students meet or exceed expectations averaged across all six components.	Writing samples are collected from all "W" designated courses in BBA. Oral presentations are recorded in all "O" designated courses in BBA. Data collected every semester, assessment every other year by AOL committee.
2. Problem Solving 2a. Students should be able to recognize assumptions, evaluate arguments and draw conclusions. 2b. Students should be able to set up hypothesis tests, synthesize data, estimate equations and test for significance. 2c. Students should be able to demonstrate effective use of financial information in business problem solving.	<u>Instrument:</u> Watson Glaser exam. <u>Rubric:</u> The WG reports the total scores and subscale scores for recognizing assumptions, evaluating arguments and drawing conclusions. <u>Min. Standard: Total Score:</u> A minimum of fifty percent of the students average at the 50 th percentile. <u>Subscale scores:</u> Seventy-percent of the students score "average" or above. Each subscale score is assessed separately. The comparison group is students with 3-4 years of college. <u>Instrument:</u> Imbedded questions. <u>Rubric:</u> Specific to imbedded questions. <u>Min. Standard:</u> 70% (2b) -75% (2c) of students meet or exceed expectations.	Watson Glaser test is given in BA 330 (The Legal Environment of Business). Questions are imbedded in exams in Econ 227 (Introductory Statistics) and Acct 262 (Accounting Concepts and Uses II). Data collected every semester, assessment every other year by AOL committee.

