

**UNIVERSITY OF ALASKA FAIRBANKS**  
**Student Learning Outcomes Assessment Plan**

School of Management  
 Bachelor of Applied Management (BAM)  
 (2018-2019)

**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)
<p><b>Communication</b>  <b>1. Written: Students should be able to:</b></p> <p>1a. write using cogent arguments or opinions on topics pertaining to the field of study.</p> <p>1b. prepare a business related plan: (could include but not limited to: marketing, business, hiring, business continuity plans, and innovation plans.)</p> <p>1c. synthesize information for executive summaries.</p> <p>1d. write a professional e-mail.</p> <p>1e. develop a professional resume</p> <p>1f. write a professional memo</p>	<p><u>Instruments:</u> Various written assignments.</p> <p><u>Rubric:</u>            1a. &amp; 1b. Writing rubrics differ depending on objective.</p> <p><u>Min. Standard:</u> 75% of students should meet or exceed expectations.</p> <p>1c. Under development</p> <p>1d. Under development</p> <p>1e. Resume rubric at 100% students meeting or exceeding expectations.</p> <p>1f. Under development</p> <p><u>All courses:</u> Include on syllabus the link to the Purdue Online Writing Lab (OWL)  <a href="https://owl.english.purdue.edu/">https://owl.english.purdue.edu/</a></p>	<p><b>Writing samples</b> will be collected in the following courses:</p> <p>1a. All applicable courses</p> <p>1b. All applicable courses</p> <p>1c. BA 343, HSEM 445, and in the Professional Development and Enhancement Program (PDEP)</p> <p>1d. PDEP</p> <p>1e. BA 360, BA 343, PDEP</p> <p>1f. BA 360, PDEP</p>
<p><b>2. Oral: Students should be able to:</b></p> <p>2a. deliver a professional presentation, using various modes of technology, and field questions related to presentation with confidence and poise.</p> <p>2b. develop professional interviewing skills</p> <p>2c. Successfully network with peers</p>	<p><u>Instrument:</u> Oral presentations and self-report survey.</p> <p><u>Rubric:</u>            2a. Oral rubrics differ depending on in person or electronic, group versus individual.</p> <p><u>Min. Standard:</u> 75% of students should meet or exceed expectations.</p> <p>2a. Under development</p> <p>2b. Under development</p>	<p><b>Oral communications</b> will be recorded and/or surveyed in the following courses:</p> <p>2a. All applicable courses</p> <p>2b. PDEP</p> <p>2c. BA 330, PDEP</p>

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
<p><b>2. Problem Solving</b></p> <p><b>2a. Students should be able to</b> recognize assumptions, evaluate arguments and draw conclusions.</p> <p><b>2b. Students should be able to</b> set up hypothesis tests, synthesize data, estimate equations and test for significance.</p> <p><b>2c. Students should be able to</b> demonstrate effective use of financial information in business problem solving.</p>	<p><u>Instrument:</u> Watson Glaser exam.</p> <p><u>Rubric:</u> The WG reports the total scores and subscale scores for recognizing assumptions, evaluating arguments and drawing conclusions.</p> <p><u>Min. Standard:</u> <i>Total Score:</i> A minimum of fifty percent of the students average at the 50<sup>th</sup> percentile. <i>Subscale scores:</i> 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.</p> <p><u>Instrument:</u> Imbedded questions.</p> <p><u>Rubric:</u> Specific to imbedded questions.</p> <p><u>Min. Standard:</u> 70% (2b) -75% (2c) of students meet or exceed expectations.</p>	<p>Watson Glaser test is given in BA 330 (The Legal Environment of Business).</p> <p>Questions are imbedded in exams in BAM F352.</p> <p>Data collected every semester, assessment every other year by AOL committee.</p>
<p><b>3. Ethical Knowledge</b></p> <p><b>Students should be able to:</b> (a) differentiate between ethical models; (b) understand laws that relate to ethically related business decisions (c) identify and understand whether certain business conduct is legal and/or ethical and (d) situationally apply what they’ve learned.</p>	<p><u>Instrument:</u> Imbedded test questions.</p> <p><u>Rubric:</u> Percent of correct answers in four categories.</p> <p><u>Min. Standard:</u> For each question, 70% of students meet or exceed expectations.</p>	<p>Questions imbedded in BA 323 exams (Business Ethics).</p> <p>Data collected every semester, assessment every other year by AOL committee.</p>