

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan

School of Management
 Bachelor of Business Administration (BBA)
 Business Administration (BA)
 (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>1. Communication</p> <p>1a. Written: Students should be able to:</p> <p>(i). produce high-quality professional communications on technical issues/topics for internal and/or external audiences</p> <p>(ii). prepare a business related plan (potentially including but not limited to: marketing, business, hiring, business continuity plans, and innovation plans)</p> <p>(iii). write a professional e-mail</p> <p>(iv). create a professional resume</p> <p>(v). write a professional memo</p> <p>1b. Oral: Students should be able to:</p> <p>(vi). produce high-quality professional presentations using various modes of technology on technical issues/topics for internal and/or external audiences</p> <p>(vii). improve professional interviewing skills</p> <p>(viii). network successfully with peers</p>	<p>1a. Written Instruments: Various written assignments.</p> <p>(i). & (ii). Writing rubrics differ depending on objective.</p> <p><u>Min. Standard:</u> 75% of students should meet or exceed expectations.</p> <p>(iii). Rubric developed, baseline data being collected.</p> <p>(iv). Resume rubric at 100% students meeting or exceeding expectations.</p> <p>(v). Memo rubric at 75% students should meet or exceed score of 75%.</p> <p><u>All courses:</u> Include on syllabus the link to the Purdue Online Writing Lab (OWL)</p> <p>1b. Oral Instruments: Oral presentations and self-report survey.</p> <p>(vi). 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>(vii). Under development</p> <p>(viii). 13-item assessment, benchmark data being collected 2018</p>	<p>1a. Writing samples will be collected in the following courses:</p> <p>(i). All applicable courses</p> <p>(ii). All applicable courses</p> <p>(iii). Professional Development and Enhancement Courses (PDEC; BA308, 309, & 310) BA360</p> <p>(iv). BA 360, PDEC</p> <p>(v). PDEC</p> <p>1b. Oral communications will be recorded and/or surveyed in the following courses:</p> <p>(vi). All applicable courses</p> <p>(vii). PDEC</p> <p>(viii). Exit Survey</p> <p>Data will be collected every semester and assessed every other year by AOL committee.</p>

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
<p>2. Problem Solving</p> <p>2a. General: Students should be able to:</p> <p>(i). recognize assumptions, evaluate arguments and draw conclusions</p> <p>2b. Econometrics: Students should be able to:</p> <p>(ii). construct hypothesis tests, synthesize data, estimate equations and test for significance</p> <p>2c. Accounting: Students should be able to:</p> <p>(iii). apply financial information in business problem solving</p>	<p>2a. General Instrument: 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 50th 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>2b. Econometrics and 2c. Accounting Instruments: Embedded questions.</p> <p><u>Rubric:</u> Specific to embedded questions.</p> <p><u>Min. Standard:</u> 70% (2b) -75% (2c) of students meet or exceed expectations.</p>	<p>2a. General knowledge will be assessed using the Watson Glaser test given in BA 330 (The Legal Environment of Business).</p> <p>2b. Econometrics knowledge will be assessed using questions embedded in exams in Econ 227 (Introductory Statistics).</p> <p>2c. Accounting knowledge will be assessed using questions embedded in exams in Acct 262 (Accounting Concepts and Uses II).</p> <p>Data will be collected every semester and assessed every other year by AOL committee.</p>
<p>3. Ethical Knowledge</p> <p>3a. General: Students should be able to:</p> <p>(i). differentiate between ethical models</p> <p>(ii). recognize and interpret laws that relate to ethically related business decisions</p> <p>(iii). identify and understand whether certain business conduct is legal and/or ethical</p> <p>(iv). apply ethical knowledge situationally</p>	<p>3a. General Instrument: Embedded 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>3a. General knowledge will be assessed using questions embedded in BA 323 exams (Business Ethics).</p> <p>Data will be collected every semester and assessed every other year by AOL committee.</p>

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
<p>4. Technical Knowledge</p> <p>4a. General: Students should be able to:</p> <p>(i). demonstrate an understanding of business concepts related to marketing, management, finance, managerial accounting, and strategy integration</p> <p>4b. Business Fields: Students should be able to:</p> <p>(ii). Finance: express and interpret the time value of money and compute net present value</p> <p>(iii). Marketing: illustrate the two elements of the marketing strategy, list examples for each of the marketing mix variables (four Ps), and fully explain how marketing affects their everyday lives</p> <p>(iv). Management: summarize the theories of leadership styles and skills</p> <p>(v). Economics: relate economic theory to the business world</p>	<p>4a. General Instrument: ETS Business Exam.</p> <p><u>Rubric:</u> Number of correct answers.</p> <p><u>Min. Standard:</u> 50th percentile for the school as a whole and on each technical area.</p> <p>4b. Business Fields Instruments: Embedded questions.</p> <p><u>Rubric:</u> Various.</p> <p><u>Min. Standard:</u> 70% of students meet or exceed expectations.</p>	<p>4a. General knowledge will be assessed using the ETS exam given each semester in BA 462 (Corporate Strategy).</p> <p>4b. Business Field knowledge will be assessed using embedded questions of various types in the following courses:</p> <p>(ii). BA 325 (Financial Management)</p> <p>(iii). BA 343 (Principles of Marketing)</p> <p>(iv). BA 390 (Organizational Theory and Behavior)</p> <p>(v). ECON 321 (Intermediate Macroeconomics).</p> <p>Data will be collected every semester and assessed every other year by AOL committee.</p>