

FY 2019 / ASSESSMENT OF LEARNING PLAN

## BBA Assessment Plan 2019

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Plan Item was last modified on 11/17/20, 11:00 AM

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**Template:**

Assessment Plan

**Title:**

BBA Assessment Plan 2019

**Start:**

9/1/2018

**End:**

8/31/2019

**Learning Outcomes:**A. To be capable business decision-makers:

- A1. BBA students will assess an organization's strengths, weaknesses, opportunities and threats and will integrate these factors into a viable strategic plan;
- A2. BBA students will analyze a firm's financial and accounting information identifying firm strengths and weaknesses and will develop suitable strategies to improve corporate performance;
- A3. BBA students will recognize, measure, and analyze market demand for a product or service and will integrate this analysis into an effective marketing strategy;
- A4. BBA students will understand the role of financial markets and institutions in our economy and will integrate these monetary factors into an effective decision-making process;
- A5. BBA students will employ production operation models to supply chain problems and will recommend the operating strategy that maximized shareholder value; and,
- A6. BBA students will integrate decision processes and models from management, marketing, economics, finance and accounting into the value creation process.

B. To be quantitatively and technically competent:

- B1. BBA students will employ information technology to collect and evaluate business data to support the formulation of organizational strategies based on the results of their analysis; and,
- B2. BBA students will apply quantitative methods and frameworks to business problems and will incorporate the results of the analysis into operating strategies.

C. To be ethically and socially responsible:

- C1. BBA students will analyze ethical problems and select defensible resolutions for practical situations that occur in the business environment; and,
- C2. BBA students will understand the importance of a diverse workplace and will incorporate culturally sensitivity into the selection and implementation of business decisions.

D. And to be effective communicators:

- D1. BBA students will write concise, clear business reports; and,
- D2. BBA students will prepare and make a persuasive, professional speech on a current business topic.

**Progress:**

Completed

**Providing Department:**

Business Administration (BBA)

**Responsible Roles:**

Ramos-Gonzalez Miguel (maramosgonzalez)

**Methods of Assessment:**

Rubric score on assignment, Exam Score, Other,

**Timeline for Assessment:**

1a) Data regarding learning outcomes will be collected every semester.

1b) Objectives will be reviewed in a 3-year cycle. In this way, data will accumulate to observe the effectiveness of recommendations over time. The College Undergraduate Curriculum Committee will review corresponding outcomes and will work on recommendations in October. Note: The committee can determine to review outcomes that deserve immediate attention even when not scheduled that year.

Table 1. 2019 BBA Assessment Cycle Description of Student Learning Outcomes	2019 Year 1	Year 2	Year 3
A1. BBA students will assess an organization's strengths, weaknesses, opportunities and threats and will integrate these factors into a viable strategic plan.	X		
A2. BBA students will analyze a firm's financial and accounting information identifying firm strengths and weaknesses and will develop suitable strategies to improve corporate performance.	X		
A3. BBA students will recognize, measure, and analyze market demand for a product or service and will integrate this analysis into an effective marketing strategy.	X		
A4. BBA students will understand the role of financial markets and institutions in our economy and will integrate these monetary factors into an effective decision-making process.	X		
A5. BBA students will employ production operation models to supply chain problems and will recommend the operating strategy that maximized shareholder value.	X		
A6. BBA students will integrate decision processes and models from management, marketing, economics, finance and accounting into the value creation process.	X		
B1. BBA students will employ information technology to collect and evaluate business data to support the formulation of organizational strategies based on the results of their analysis.		X	
B2. BBA students will apply quantitative methods and frameworks to business problems and will incorporate the results of the analysis into operating strategies.		X	
C1. BBA students will analyze ethical problems and select defensible resolutions for practical situations that occur in the business environment.			X
C2. BBA students will understand the importance of a diverse workplace and will incorporate culturally sensitivity into the selection and implementation of business decisions.			X
D1. BBA students will write concise, clear business reports.			X
D2. BBA students will prepare and make a persuasive, professional speech on a current business topic.			X

2) The deadline for Learning Outcome Reports is November 1, 2019.

3) Responsible for reports: Miguel Ramos, AoL Coordinator for the BBA, and  
Fernando R Jimenez, Associate Dean for Academic Affairs, Chair of College AoL Committee

**Linked Documents**

There are no attachments.

**Attached Files**

There are no attachments.

**Curriculum Map:**

Table 2. BBA Curriculum Map Description of Student Learning Outcomes	Courses
A1. BBA students will assess an organization's strengths, weaknesses, opportunities and threats and will integrate these factors into a viable strategic plan.	MGMT 3303 (I) and MGMT 4300 (M,R)
A2. BBA students will analyze a firm's financial and accounting information identifying firm strengths and weaknesses and will develop suitable strategies to improve corporate performance.	ACCT 3314 or ACCT 3321 (I), FIN 3310 (P) MGMT 4300 (R)
A3. BBA students will recognize, measure, and analyze market demand for a product or service and will integrate this analysis into an effective marketing strategy.	MKT 3300 (I) MGMT 4300 (M, R)

A4. BBA students will understand the role of financial markets and institutions in our economy and will integrate these monetary factors into an effective decision-making process.	FIN 3310 (I) MGMT 4300 (M, R)
A5. BBA students will employ production operation models to supply chain problems and will recommend the operating strategy that maximized shareholder value.	OSCM 3321 (I) MGMT 4300 (M, R)
A6. BBA students will integrate decision processes and models from management, marketing, economics, finance and accounting into the value creation process.	MGMT 4300 (M, R)
B1. BBA students will employ information technology to collect and evaluate business data to support the formulation of organizational strategies based on the results of their analysis.	QMB 3301 (P) MGMT 4300 (M, R)
B2. BBA students will apply quantitative methods and frameworks to business problems and will incorporate the results of the analysis into operating strategies.	QMB 3301 (I) MGMT 4300 (M, R)
C1. BBA students will analyze ethical problems and select defensible resolutions for practical situations that occur in the business environment.	BLAW 3301 (I, R) BUSN 3304 (P)
C2. BBA students will understand the importance of a diverse workplace and will incorporate culturally sensitivity into the selection and implementation of business decisions.	MGMT 3303 (I) BUSN 3304 (P) MGMT 4300 (M, R)
D1. BBA students will write concise, clear business reports.	BUSN 3304 (P, R)
D2. BBA students will prepare and make a persuasive, professional speech on a current business topic.	MGMT 4300 (M, R)

I: Introduced P: Practiced M: Mastered R: Measured

Please refer to Appendix 1 for information on assessment for each objective.

#### Linked Documents

There are no attachments.

#### Attached Files

[Appendix 1 BBA Assessment by Objective.docx](#)

[Appendix 2 BBA Exam Description - Draft.docx](#)

[Appendix 3 Comp-XM Exam Description & Guide - Draft.pdf](#)

[Appendix 4 MGMT 4300 Guidelines v11.pdf](#)

[Appendix 5 BLAW Ethical Reasoning Rubric 2019.doc](#)

[Appendix 6. General Essay Rubric - Spring 2019.docx](#)

#### Related Items

*No connections made*