

## **BSBA COMMON GOALS ASSESSMENT PLAN**

### **Mission/Vision Statement**

Consistent with the overall mission of the College of Business Administration at SDSU, the Undergraduate Program seeks to maintain a challenging learning environment that fosters excellence in business education. The program prepares students to be ethical and discerning critical thinkers with a global perspective, solid communication skills and a strong foundation in business knowledge.

### **Goals & Student Learning Outcomes**

#### **I. Written and Oral Communication - Communicate effectively with individuals, teams, and large groups, both in writing and orally.**

##### **Student Learning Outcomes:**

**SLO #1.1:** Write well-organized and grammatically correct papers including letters, memos, case analyses, and research reports.

**SLO #1.2:** Make effective oral presentations that are informative as well as persuasive, as appropriate.

- **Content Delivered in:** COMM 103, Lower Division required RWS courses (100 & 200), IDS 290, Upper Division W courses for two majors

- **Assessment Method:**

##### **Written Communication**

- 2005-2006: Writing samples collected from capstone courses throughout the CBA evaluated by a team of raters using an agreed upon rubric.
- 2008-2009: Writing samples collected from CBA students on the university mandated Writing Proficiency Assessment (WPA) exam. WPA scores map to CBA Written Communication Skills rubric.

##### **Oral Communication**

- Oral Presentations in capstone courses throughout the CBA rated using officially adopted CBA Oral Communication Skills rubric which had been distributed to students.

#### **II. Analytical and Critical Thinking Skills - Demonstrate effective analytical and critical thinking skills to make an appropriate decision in a complex situation.**

##### **Student Learning Outcomes:**

**SLO #2.1:** Collect and organize critical data and information to solve a problem.

**SLO #2.2:** Find appropriate models and frameworks to analyze information and follow logical steps to reach an effective decision.

- **Content Delivered in:** Lower Division General Education (especially RWS 200), Preparation for Major and Core Courses in college, Advanced courses in student's major.
- **Assessment Method:**
  - 2006-2007: Samples of case analyses completed in college-wide capstone course evaluated by team of trained outside raters using rubric.
  - 2009-2010: Final exam essay question from MGT 405 (college-wide capstone course) rated by two raters using a Critical Thinking rubric.

**III. Ethical Reasoning - Distinguish and analyze ethical problems that occur in business and society, and choose and defend ethical solutions.**

**Student Learning Outcomes:**

**SLO #3.1:** Explain the various ethical dimensions of business decision making.

**SLO #3.2:** Explain the role of various affected parties in business decision making.

**SLO #3.3:** Assess the ethics of decision alternatives using different ethical decision rules.

**SLO #3.4:** Apply ethical decision-making rules and concepts.

- **Content Delivered in:** BA 300 as well as GE courses
- **Assessment Method:**
  - 2007-2008: Embedded questions on a comprehensive final exam in BA 300 (Ethical Decision Making in Business) were mapped to first three SLOs. (*Note: #.1 & 3.2 were a single SLO at the time but were later divided.*) Student performance on questions was analyzed.
  - 2010-2011: Method used in 2007-2008 repeated for the SLOs and fourth SLO included in process.

**IV. Global Perspective – Demonstrate a global perspective and an understanding of the dynamics of the global economy in making decisions.**

**Student Learning Outcomes:**

**SLO #4.1:** Identify and describe the impact of the global economy on business decisions.

**SLO #4.2:** Explain and apply a global perspective in making business decisions.

- **Content Delivered in:** FIN 323, MKT 370, MGT 405
- **Assessment Method:**
  - 2009-2010: Final exam essay question from MGT 405 (college-wide capstone course) rated by two raters using rubric.

**V. Essential Business Knowledge - Demonstrate an understanding of the major functional areas of Business.**

**Student Learning Outcomes:**

**SLO #5.1:** Describe basic concepts in each major functional area of business.

**SLO #5.2:** Apply techniques and theories from various areas of Business to business situations.

- **Content Delivered in:** Preparation for Business Requirements (ECON 101 & 102, IDS 180, STAT 119, MATH 120, ACC 201 & 202, FIN 240) and Core Business Requirements (IDS 302, FIN 323, MGT 350, MKT 370)
- **Assessment Method:** Business Assessment Test (BAT) administered to students in spring semester sections of the college-wide capstone course.

**Assessment Timeline**

GOAL	SLO	1 <sup>st</sup> Cycle	2 <sup>nd</sup> Cycle	3 <sup>rd</sup> Cycle
1	1.1	2004-2005	2008-2009	2010 – 2011
1	1.2	2005-2006	2008-2009	2010 – 2011
2	2.1, 2.2	2006-2007	2009-2010	2011 – 2012
3	3.1, 3.2, 3.3, 3.4	2007-2008 (3.1, 3.2, 3.3 only)	2009-2010	2011 – 2012
4	4.1, 4.2	<i>Added in 2009</i>	2009-2010	Fall 2012
5	5.1, 5.2	Assessed Annually	Assessed Annually	Assessed Annually

Timeline represents a two – two and one half year cycle (reduced from four years).

**BSBA Common Goals Map I**

<b>SLO:</b> <b>COURSE</b>	<b>1.1</b>	<b>1.2</b>	<b>2.1</b>	<b>2.2</b>
<b>COMM 103</b>		<b>X</b>		
<b>RWS 100</b>	<b>X</b>			
<b>RWS 200</b>	<b>X</b>		<b>X</b>	<b>X</b>
<b>IDS 290*</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>IDS 390W**</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>IDS 396W***</b>	<b>X</b>	<b>X</b>	<b>X</b>	

\*Taken by all majors except Accounting

\*\* Taken only by Accounting majors

\*\*\* Required of Information Systems majors only

**BSBA Common Goals Map II**

<b>SLO:</b> <b>COURSE</b>	<b>2.2</b>	<b>3.1</b>	<b>3.2</b>	<b>3.3</b>	<b>4.1</b>	<b>4.2</b>	<b>5.1</b>	<b>5.2</b>
<b>ACC 201</b>	<b>X</b>						<b>X</b>	<b>X</b>
<b>ACC 202</b>	<b>X</b>						<b>X</b>	<b>X</b>
<b>ECON 101</b>	<b>X</b>						<b>X</b>	<b>X</b>
<b>ECON 102</b>	<b>X</b>						<b>X</b>	<b>X</b>
<b>FIN 240</b>	<b>X</b>						<b>X</b>	<b>X</b>
<b>IDS 180</b>	<b>X</b>						<b>X</b>	<b>X</b>
<b>MATH 120</b>	<b>X</b>						<b>X</b>	<b>X</b>
<b>STAT 119</b>	<b>X</b>						<b>X</b>	<b>X</b>
<b>BA 300</b>	<b>X</b>	<b>X</b>	<b>X</b>					
<b>IDS 302</b>	<b>X</b>						<b>X</b>	<b>X</b>
<b>FIN 323</b>	<b>X</b>				<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>MGT 350</b>	<b>X</b>						<b>X</b>	<b>X</b>
<b>MKT 370</b>	<b>X</b>				<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>MGT 405</b>	<b>X</b>			<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>