

BBA Data Results 2018 - 2020

Learning Outcome 1: **Basic Business Disciplines**

Demonstrate proficiency within the basic business disciplines including quantitative methods and technological applications.

Measures	2018/2019	2019/2020
BAT	Partially Met	Partially Met
Common Core	Partially Met	Partially Met
Bus Strategy Game	Not Met	Partially Met
BBA Survey	Met	Met

Action Plan: The academic departments review the results annually and determine changes if needed.

Learning Outcome 2: **Teamwork**

Demonstrate the various skills in team-based performance situations such as planning, cooperation, group problem solving, and consensus building.

Measures	2018/2019	2019/2020
Bus Strategy Game	Met	Met
BBA survey: Leadership skills	Met	Met
Teamwork Rubric *Peer Evaluations	Not Met	Not reported this period

The Teamwork Rubric will no longer be assessed as teamwork is assessed in the Business Strategy Game “Collaboration & Teamwork”

Learning Outcome 3: **Critical Thinking Ethics**

Utilize critical thinking skills and incorporate ethical considerations in decision making

Measure	2018/2019	2019/2020
BSG	Met	Met
BBA survey	Partially Met	Met
Critical Thinking Rubric:		
MGMT 4370	Partially Met	Met
BUSI 2300	Met	Met

Learning Outcome 4: Presentation Skills

Presents ideas orally in a persuasive and professional manner

Measure	2018/2019	2019/2020
BBA Survey: Oral Presentation Skills	Partially Met	Met
Oral Presentation Rubric: Oral Communication	Met	Met

Learning Outcome 5: Global Perspectives

Understand global perspectives in business

Rationale

Measure	2018/2019	2019/2020
BBA Survey: Understanding Global dimensions	Partially Met	Met
Global Perspectives Rubric	Met	Met

Action Plan: Annual global perspectives speaker. MGMT 4370 students are trained on global business simulation. Global awareness projects in MISY 3310 and ECON 2301. New study abroad opportunities available in 2019. With approval of faculty, begin development of core class in International Business.

Learning Outcome 6: Writing Skills

Presents ideas in writing in a clear, concise, and effective manner.

Measure	2018/2019	2019/2020
BBA Survey: Writing Skills	Partially Met	Met
Written Communication Rubric	Partially Met	Met

Learning outcome 7: Service to Business & Community

Demonstrate awareness of social responsibility by experiencing service to business and the community.

Measure	2018/2019	2019/2020
BSG: Corporate Social Responsibility	Partially Met	Met
Hours of Service to Business & Community	Not met	Not Met
NASCE (every 3 years)	Evolving	Not Reported this time period

Action Plan: The Accreditation and Assessment committee will review the data from both the COB - conducted survey and the NASCE survey as well as the recommendations of the NASCE report to develop a plan to increase the level of service and engagement of COB students.