

BBA Data Results 2017 - 2019

Learning Outcome 1: **Basic Business Disciplines**

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

Measures	2017/2018	2018/2019
ETS	Partially Met	
BAT		Partially Met
Common Core	Partially Met	Partially Met
Bus Strategy Game	Not Met	Not Met
BBA Survey	Met	Met

The ETS was replaced with the Business Assessment Test (BAT) beginning Fall 2018.

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	2017/2018	2018/2019
Bus Strategy Game	Met	Met
BBA survey: Leadership skills	Met	Met
Teamwork Rubric *Peer Evaluations	Not Met	Not Met

Learning Outcome 3: Critical Thinking Ethics

Utilize critical thinking skills and incorporate ethical considerations in decision making

Measure	2017/2018	2018/2019
BSG	Met	Met
BBA survey	Met	Partially Met
Critical Thinking Rubric:		
MGMT 4370	Met	Partially Met
BUSI 2300	Met	Met

Action Plan: As a result of analysis of Assurance of Learning findings for the past 5 years, COB faculty approved the development of a new business core course at the sophomore level to address the areas of critical thinking, decision-making, and professional business communication. BUSI 2300

Learning Outcome 4: Presentation Skills

Presents ideas orally in a persuasive and professional manner

Measure	2017/2018	2018/2019
BBA Survey: Oral Presentation Skills	Met	Partially Met
Oral Presentation Rubric: Oral Communication	Partially Met	Met

Learning Outcome 5: Global Perspectives

Understand global perspectives in business Rationale

Measure	2017/2018	2018/2019
ETS Exam: International	Data N/A	
BBA Survey: Understanding Global dimensions	Met	Partially Met
Global Perspectives Rubric	Partially 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	2017/2018	2018/2019
BBA Survey: Writing Skills	Met	Partially Met
Written Communication Rubric	Partially Met	Partially Met

Action Plan: As a result of analysis of Assurance of Learning findings for the past 5 years, COB faculty approved the development of a new business core course at the sophomore level to address the areas of critical thinking, decision-making, and professional business communication. BUSI 2300

Learning outcome 7: Service to Business & Community

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

Measure	2017/2018	2018/2019
BSG: Corporate Social Responsibility	Met	Partially Met
Hours of Service to Business & Community	Not met	Not met
NASCE (every 3 years)		Evolving

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.