Business Core Assessment (ACC/BA Core Classes)
LSB Assembly
1 December 2005
Development Timeline

- **Summer 2004-Summer 2005**
  - Development of Learning Goals/Objectives
  - Development of Assessment Matrix (where in the curriculum each G/O would be taught/assessed)

- **Fall 2005**
  - Development of Assessment Plan/Rubrics
  - Program Review by Experts
    - Felten (CATL), Long (Ed.), Springer (IR)
Program Goals

- Program Goal 1: Our students will be able to effectively communicate business concepts orally and in writing to organizational stakeholders.

- Program Goal 2: Our students will have an understanding of ethical perspectives, and an ethical and legal framework for decision-making.

- Program Goal 3: Through active learning and experiential education, our students will acquire business knowledge and develop skills to analyze and solve complex managerial problems.

- Program Goal 4: Our students will be able to use information technologies to access, analyze and report business information.
Program Goals (cont.)

- Program Goal 6: Our students will be able to understand, analyze and use the accounting/financial information generated by organizations for their stakeholders, and will understand financial theories, analyses and markets.

- Program Goal 7: Our students will be able to identify markets for the organization’s goods and services, understand the activities which make up the value chain for those goods and services, and use the appropriate methodologies for ensuring product/service quality and speed to market.

- Program Goal 8: Our students will be able to understand how individuals and groups contribute to valued organizational outcomes.

- Program Goal 9: Our students will understand the economic forces that impact organizations operating in the global business environment, and will use economic analyses to
## Goals/Objectives Matrix

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Assessment Plan

- **Course Embedded Assessment**
  - Matrix shows which objectives need to be assessed in each course
  - Not all sections will be assessing – we will sample by course/class year

- **Demonstration Assessment**
  - BUS 465 Business Policy (Capstone)
    - Assessment Day – cases/objective testing
Assessment Measures

- Rubrics (Behaviorally Anchored)
- e.g., Goal 6, Objective d

Students will be able to summarize the nature and importance of time value of money concepts and be able to perform basic time value of money (TVM) calculations.

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Assessment Activities

- Instructors will be assigned to assess students in their classes using the matrix... *(Plan)*
- Data will be recorded using the rubric sheets... *(Do)*
- Data will be compiled and student performance against benchmarks will be determined... *(Check)*
- Changes (if any) will be made to curriculum. *(Act)*
Remaining Tasks

- We must decide benchmarks (e.g., 70% 2’s and 3’s in 200-level classes, 80% in 300-level classes, etc.)

- We need the resources to make our assessment web-based (via rubric forms online, data collection and analysis, reporting...)

- We must publish our “Assurance of Learning” process...via the web.