

2021-2022 Assessment Cycle

## Assessment Plan

### Mission Statement

The Washburn University School of Business provides high quality business education, supported by research and service activities, that enhances the economic vitality of the region.

The school:

- Offers current, student-centered degree programs at the undergraduate and graduate level for students drawn primarily from the Northeast Kansas region that will prepare them for career success and life-long learning;
- Creates and applies research that enhances our classroom teaching, assists practitioners, and advances knowledge in business disciplines;
- Fosters integrity, mutual respect, and ethical behavior as requisites to business practice;
- Prepares students to make decisions in an increasingly globalized economy;
- Serves as a catalyst for economic development of the region through our Small Business Development Center, the Washburn Entrepreneurship Program, and other collaborative partnerships;
- Provides faculty, staff, and student service to professional and civic organizations.

### Measures

#### BBA General Business Outcome Set

PSLO 1

**Outcome: Demonstrate broad knowledge of business across all the basic functional areas of business and economics**

- ▼ **Measure:** Major Field Test  
*Program level Direct - Exam*

Details/Description:	Major Field Test - ETS Testing
Acceptable Target:	70th percentile

## PSLO 2

### **Outcome: Written Communications**

Students will be able to write with clarity and clearly present ideas

▼ **Measure:** Write Experience  
*Program level Direct - Student Artifact*

Details/Description:	This is an algorithmic artificial intelligence based product that scores students on a six point scale on each of five dimensions in addition to a holistic score. The scoring dimensions are as follows:
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1. Holistic
2. Focus and meaning
3. Content and development
4. Organization
5. Language use and style
6. Mechanics and Convention

Acceptable Target:	The performance expectation is that 70% of students will score at 4 or better in each area on the 6 point scale.
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## PSLO 2B

### **Outcome: Oral Communication**

Students will be proficient in the following areas of oral communications:

Organization

Content  
Delivery  
Interaction with audience  
Media Use

▼ **Measure:** Oral Communications  
*Program level Direct - Student Artifact*

Details/Description:	Students will be proficient in the following areas of oral communications:  Organization Content Delivery Interaction with audience Media Use
Acceptable Target:	70% of students should be proficient in each of the five areas.

PSLO 3

**Outcome: Define problems, analyze diverse problems, organize/interpret information to draw/support conclusions**

▼ **Measure:** Problem Solving  
*Program level Direct - Student Artifact*

Details/Description:	Students are assessed in BU 381, Business Finance using a common rubric that measures students' ability to define problems, analyze diverse problems, and organize/interpret information.
Acceptable Target:	The performance expectation is that 70% of students will demonstrate proficiency in each of the three areas of problem solving that were

assessed.

#### PSLO 4

**Outcome: Differentiate between ethical/unethical behavior & integrate ethical understanding/society responsibility into decision making**

▼ **Measure:** Ethical Decision Making  
*Program level Direct - Student Artifact*

Details/Description:	Assessed with an ethics module in the business simulation game CapSim in the BU 449 Strategic Management course. Students are assessed on two components of ethical reasoning: Knowledge of Ethical Reasoning and Integration of Ethics into Decision Making.
Acceptable Target:	It is expected that at least 70% of students will demonstrate proficiency in each component.

#### PSLO 5

**Outcome: Explain impact of participation in global economy on business conduct/performance and effects of business actions on that economy**

▼ **Measure:** Global Dynamics  
*Program level Direct - Student Artifact*

Details/Description:	Students are assessed across three classes: BU 355: International Business; EC 410: International
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Economics; BU 477: International Finance.  
Students are assessed on three components:  
International Trade: Quantitatively and qualitatively demonstrate why businesses engage in international trade; Risk: Analyze and assess risk of conducting business in a foreign country; Exchange Rates: Ability to analyze causes and effects of exchange rate variations.

Acceptable Target:

It is expected that at least 70% of students will demonstrate proficiency in each component.

## PSLO 6

**Outcome: Apply technology to solve business problems and explain how technology supports the strategic goals of organizations**

### ▼ **Measure:** IT Concepts

Details/Description:

Students are assessed in BU 347 on their understanding of IT Concepts, Advanced security concepts, Excel, and Access.

Acceptable Target:

In each case, the goal is for at least 70% of students to correctly answer questions in the respective areas.

### ▼ **Measure:** MFT *Program level Direct - Exam*

Details/Description:

Students are assessed with the Information Technology questions on MFT.

Acceptable Target:

The goal is that SOBU students will rate at or above the 70th percentile.

## Analysis and Reporting Calendar

Data is collected for each PSLO (1-6) each semester and analyzed annually.

## Stakeholder Involvement

The faculty is divided into sub-groups (the six PSLO's with communication being divided again by oral and written). Each of the sub-groups examine the methodologies employed to measure each of the several PSLOs. Instructors teaching courses that are assessed are provided with the results in order to determine the instructional improvements that should be made. In the case that multiple instructors teach the same course or assess the same PSLO, instructors are able to discuss and compare results. The results are distributed to faculty and discussed at a faculty meeting where faculty are given an opportunity to provide input for new ways to improve the assessment of the PSLO.

## Program Assessment Plan Review Cycle

The Program Assessment Plan is reviewed annually. Changes were made to the Assessment Plan in FY14 and FY15.

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