

PROGRAM ASSESSMENT PLAN ~ 2013-14 through 2018-19

This document only needs to be updated when changes are made.

UNIT	SCHOOL OF BUSINESS
Department (if applicable)	N/A
Degree/Program	Bachelor of Business Administration
Date Prepared	July 17, 2015
Date Revised	Updated to New Form (6/22/15); July 2015 (changed PSLOs and expanded threshold information);

PROGRAM MISSION

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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.

PROGRAM STUDENT LEARNING OUTCOMES (PSLO)

If the program has more than 6 PSLO, hit "Tab" in the last cell to add another row. Cells will expand to accommodate text.

Upon completion of the program students will be able to:

PSLO 1	Business Knowledge: demonstrate a broad knowledge of business across all the basic functional areas of business and economics
PSLO 2	Written and Oral Communications: write with clarity, verbalize concisely, and clearly present ideas.
PSLO 3	Problem Solving: define problems, analyze diverse problems, and organize/interpret information in order to draw and support conclusion.
PSLO 4	Ethical Decision Making: differentiate between ethical and unethical behavior and integrate ethical understanding and society responsibility into decision-making.
PSLO 5	Global Dynamics: explain the impact of participation in the global economy on business conduct and performance as well as the effects of business actions on that economy.
PSLO 6	Technology: apply technology in order to solve business problems and explain how technology supports the strategic goals of organizations.

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CURRICULUM MAP (Alignment)

List all courses required for program majors and indicate, where applicable, (using the following key) the PSLO with which they are associated.

T = Taught

X = Taught and Assessed

A = Assessed

If the program has more than 6 PSLO, "Copy and Paste" rows from this table below the existing table, beginning with the row numbering the PSLO.

Required Courses	PSLO 1	PSLO 2	PSLO 3	PSLO 4	PSLO 5	PSLO 6
AC 224	T	T	T	T		
AC 225	T		T			T
BU 250	T		T			T
EC 200	T		T			
EC 201	T		T		T	
EC 211	T	T	T			T
BU 315	T	T		T	T	
BU 342	T	X - WRITTEN			T	T
BU 347	T	T	T	T	T	X
BU 355	T				X	
BU 477	T	T			X	
EC 410	T	T	T		X	
BU 360	T	X - ORAL		T	T	T
BU 381	T		X			
BU 449	T	T	T	X	T	T
MFT	A					A

ASSESSMENT MEASURES (Method)

Indicate (mark with an X) the type of assessment used to evaluate each PSLO.

Check as many boxes as apply.

Programs should use at least 2 direct measures for each PSLO.

If the program has more than 6 PSLO, "Copy and Paste" rows from this table below the existing table, beginning with the row numbering the PSLO.

	PSLO 1	PSLO 2	PSLO 3	PSLO 4	PSLO 5	PSLO 6
DIRECT						
Portfolio						
Performance Assessment (Art, Music, Theatre, etc.)						
Performance Assessment (Off campus experience – Clinical, Internship, Practicum, etc.)						
Professional Credentialing Exam						
Major Field Test or National Exam	X					
Course Embedded Assignment		X	X	X	X	X
Project Evaluation (e.g. research)						

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Course Grades						
Other (Describe)						
INDIRECT						
Surveys						
Exit Interviews/Focus Groups						
Other (Describe)						

THRESHOLD OF STUDENT SUCCESS

For each PSLO, list each measure separately and indicate the threshold of student achievement considered acceptable.

(example: 75% of students will receive B or better) - see Assessment Plan Guide for additional instructions.

Hit :Tab" in the last cell to add another row. Cells will expand to accommodate text.

PSLO	MEASURE	THRESHOLD
1	Major Field Test	70% of students will demonstrate a broad knowledge of business constructs across all the basic functional areas of business.
2	Course Embedded Assignments	<ul style="list-style-type: none"> • 70% of students will score a 4 or better on the 6 point rubric for written communication: <ul style="list-style-type: none"> ○ Focus and Meaning ○ Content and Development ○ Organization ○ Language Use and Style ○ Mechanics and Conventions • 70% of students will score a 4 or better on the 5 point rubric for oral communication: <ul style="list-style-type: none"> ○ Organization ○ Content ○ Delivery ○ Interaction ○ Media
3	Course Embedded Assignment	<ul style="list-style-type: none"> • 70% of students will demonstrate an ability to define problems • 70% of students will demonstrate an ability to analyze diverse problems • 70% of students will demonstrate an ability to organize and interpret information in order to draw and support conclusions
4	Course Embedded Assignment	<ul style="list-style-type: none"> • 70% of students will demonstrate knowledge of ethical reasoning • 70% of students will demonstrate an ability to integrate ethical understanding and societal responsibility into decision making.
5	Course Embedded Assignment	<ul style="list-style-type: none"> • 70% of students will be able to analytically demonstrate, using quantitative and qualitative methods, the reasons businesses or countries engage in international trade

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		<ul style="list-style-type: none"> 70% of students will be able to analyze and assess risks of conducting business in a foreign country 70% of students will be able to analyze causes and effects of exchange rate variations.
6	Course Embedded Assignment	<ul style="list-style-type: none"> 70% of students will be able to apply technology to solve business problems 70% of students will be able to explain how technology supports the strategic goals of an organization.

DATA COLLECTION CALENDAR

Indicate how often assessment data are collected for each PSLO.

S=every semester

Y=every year

2=every other year

3=every 3 years, (etc.)

O-Other (please explain)

If the program has more than 6 PSLO, hit "Tab" in the last cell to add another row.

	Frequency of Data Collection
PSLO 1	S
PSLO 2	S
PSLO 3	S
PSLO 4	S
PSLO 5	S
PSLO 6	S

ANALYSIS AND REPORTING CALENDAR

Indicate (mark with an X) the years in which each PSLO was/will be analyzed and reported.

Cycle will repeat after Year 6.

If the program has more than 6 PSLO, "Copy and Paste" rows from this table below the existing table, beginning with the row numbering the PSLO.

	PSLO 1	PSLO 2	PSLO 3	PSLO 4	PSLO 5	PSLO 6
Year 1/2013-14	X	X	X	X	X	
Year 2/2014-15	X	X	X	X	X	X
Year 3/2015-16	X	X	X	X	X	X
Year 4/2016-17	X	X	X	X	X	X
Year 5/2017-18	X	X	X	X	X	X
Year 6/2018-19	X	X	X	X	X	X

If field experiences are a significant part of the program, explicitly address how validity and reliability of the evaluation instrument is ensured.

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STAKEHOLDER INVOLVEMENT

Describe how stakeholders (faculty, students, alumni, advisory boards, community, etc.) are involved in the development, implementation, periodic review and continuous improvement of the Assessment Plan.

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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

Indicate (mark with an X in column 2) the year(s) in which this Program Assessment Plan will be reviewed and indicate in column 3 (when applicable) when changes are made and addressed in the appropriate year's annual report.

Cycle repeats after Year 6.

	Program Assessment Plan Review	Were changes made and addressed in the Annual Report? <u>Yes</u> or <u>No</u> (update when applicable)
Year 1/2013-14	X	YES
Year 2/2014-15	X	YES
Year 3/2015-16	X	
Year 4/2016-17	X	
Year 5/2017-18	X	
Year 6/2018-19	X	