Assessment: Assessment Plan

TEXAS TECH UNIVERSITY
Office *of the* Provost
Office *of* Planning & Assessment™

Degree Program - COB - SACSCOC - Energy Commerce (BBA)

CIP Code: 52.0299.01
Disciplinary Accrediting Body: AACSB International
Next Accrediting Agency Review: 2022
Degree Program Coordinator: Nikki Kantelis
Degree Program Coordinator Email: nikki.kantelis@ttu.edu
Degree Program Coordinator Mail Stop: 2101
Program Purpose Statement: The goal of the undergraduate program in energy commerce is to enhance leadershop potential by providing a high-quality and thorough educational experience in preparation for a business career in the energy industry. The energy commerce curriculum reflects the current world energy mix, primarily hydrocarbons with increasing emphasis on alternatives and renewables.
Assessment Coordinator: Claudia Cogliser
Modality: Face-to-Face
Assessment Timeline: Accreditation under the Association to Advance Collegiate Schools of Business (AACSB) is based on a 5-year cycle. Assurance of Learning (assessment of student learning outcomes) is an important part of AACSB accreditation, and all of our degree programs have assessment plans for AACSB. At the graduate level, AACSB and SACSCOC assessment plans are identical. At the undergraduate level, AACSB focuses their review on degree programs. SACSCOC focuses their review on the academic major. Despite this difference, we have coordinated our assessment plans and implementation so that data for AACSB and SACSCOC are collected at the same time and in the same manner. Thus, our SACSCOC data will be reported using the same timeframe as AACSB. Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Student Learning Outcome: Ethics

Students are ethical leaders and decision makers.

Outcome Status: Active
Outcome Type: Program, Student Learning
Start Date: 08/15/2018

Assessment Methods

Case Studies - MGT 3370 Ethics case/assignment (Active)
Criterion:
15% (or fewer) of students will have a score of < 70% correct.
75% of students of students will have a score between 70% correct to 85% correct.
10% of students (or more) will have a score higher than 85%.
Schedule: Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Exam - MKT 3350 Ethics items on exam (Active)
Criterion: DOES NOT MEET EXPECTATIONS: 15% (or fewer) of students will have a score of < 70% correct.
MEETS EXPECTATIONS: 75% of students of students will have a score 70% correct to 85% correct.
EXCEEDS EXPECTATIONS: 10% of students (or more) will have a score higher than 85%.
Schedule: Spring Semester. Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Student Learning Outcome: Conceptual Understanding

Students understand the models, concepts, and theories of business.

Outcome Status: Active
Outcome Type: Strategic, Student Learning
Start Date: 08/15/2018

Assessment Methods

Exam - Proctored examination designed by faculty within this major. (Active)
Criterion: To be determined as the measurement characteristics become empirically derived. **Schedule:** Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Exam - General exam of business knowledge designed by college faculty (Active)
Criterion: 85% of Energy Commerce Students will demonstrated knowledge of the majority of the content on the business examination. **Schedule:** Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Student Learning Outcome: Communication

Students are effective communicators

Outcome Status: Active
Outcome Type: Program, Student Learning
Start Date: 08/15/2018

Assessment Methods

Performance - Oral presentation evaluation in ISQS 3344 (Active)
Criterion: --Does not meet expectations: less than 56% score on assignment (15% of students will not meet expectations) --Meets expectations: Between 56% and 75% score on assignment (75% of students will meet expectations) --Exceeds expectations: Greater than 75% on assignment (10% of students will exceed expectations) **Schedule:** Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Course Level Assessment - Evaluation of written communication skills in PCOM 3373 written assignment. (Active)
Criterion: --Does not meet expectations: less than 56% score on assignment (15% of students will not meet expectations) --Meets expectations: Between 56% and 75% score on assignment (75% of students will meet expectations) --Exceeds expectations: Greater than 75% on assignment (10% of students will exceed expectations) **Schedule:** Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period according to AACSB accreditation requirements.

Student Learning Outcome: Critical Thinking

Students are critical thinkers who draw meaning from and solve problems with information.

Outcome Status: Active
Outcome Type: Program, Student Learning
Start Date: 08/15/2018

Assessment Methods

Case Studies - Analysis of a business case in BLAW 3391 (Active)

Criterion:
--Does not meet expectations: less than 56% score on assignment (15% of students will not meet expectations)
--Meets expectations: Between 56% and 75% score on assignment (75% of students will meet expectations)
--Exceeds expectations: Greater than 75% on assignment (10% of students will exceed expectations)
Schedule: Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period according to AACSB accreditation requirements.

Student Learning Outcome: Teamwork

Students are effective members of diverse teams.

Outcome Status: Active
Outcome Type: Program, Student Learning
Start Date: 08/15/2018

Assessment Methods

Peer Assessments - Comprehensive Assessment of Team Member Effectiveness (CATME) is used for team-based assignment. (Active)

Criterion: 80% of students are evaluated at or equal to 3 on the CATME Teamwork Rating Scale.
Schedule: Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Peer Assessments - Peer evaluation of teamwork (Active)

Criterion: 80% of students are evaluated at or equal to 3 on higher on peer review rating scale.
Schedule: Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Student Learning Outcome: Technology Literacy

Students are literate in business technologies relevant to Energy Commerce.

Outcome Status: Active
Outcome Type: Program, Student Learning
Start Date: 08/15/2018

Assessment Methods

Discipline-Specific Certification/Licensure - Certification in Microsoft Excel (Active)

Criterion: Greater than 80% of our students will achieve Microsoft Excel certification.
Schedule: Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.