Assessment: Assessment Plan

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

Degree Program - COB - SACSCOC - General Business (BBA)

CIP Code: 52.0101.00
Disciplinary Accrediting Body: AACSB International
Next Accrediting Agency Review: 2022
Degree Program Coordinator: Dennis Arnett
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Program Purpose Statement: The general business major is not a Primary major for business students. This designation of major is for students with a primary major in another college who seek to take upper level business classes. However, they will receive a Rawls College of Business Degree. The two colleges using this as a secondary major at this time are the College of Engineering (for Construction Engineering students to take Real Estate coursework from our Finance faculty), and the College of Agricultural Sciences & Natural Resources, who often seek to take Business Economics courses. There will be ten or less students in this program from 1/2021 on.
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 - Performance on an ethics case assignment (Active)
Criterion: Average Rating higher or equal to "3 - Meets Expectations", on the AACU Ethical Reasoning Rubric.   **Schedule:** Data/results may not be reported every year; they will be reported at a minimum of twice during a 5-year period.

Exam - Performance on ethics exam items (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.

Student Learning Outcome: Conceptual Understanding

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

Outcome Status: Active

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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.

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 (Active)
Criterion: Average rating of 2.5 or higher on presentation evaluation rubric.   **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 (Active)
Criterion: 80% of students will meet or exceed the "Satisfactory" level of performance on the AACU written communication rubric.   **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: 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 complex business case (Active)
Criterion: A composite rating within one point of "3 - Meets Expectations" on all 5 categories of the AACU Critical Thinking Rubric. (Only one category may fall below "meets expectations", but only by one point. This is intended to specifically operationalize "largely meets all expectations".)   **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: 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 general business technologies.
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.