Degree Program Assessment Plan

Degree Program - COB - Energy Commerce (BBA)

CIP Code: 52.0299.01
Disciplinary Accrediting Body: AACSB International
Next Program Review: 12-13
Degree Program Coordinator: Professor Robert Ricketts
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Program Purpose Statement: The goal of the undergraduate program in energy commerce is to enhance leadership 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. Energy commerce majors must take GEOL 1303 and 1101 to fulfill one of their lower-division laboratory science requirements. Requires a 3.3 G.P.A. to declare an ENCO major.

Assessment Coordinator: Jason Rinaldo, Claudia Cogliser

Student Learning Outcome: Graduate Employment Efficacy

Graduates will be highly regarded by employers and recruiters for their overall value as employees, including key areas such as professionalism, expertise, and work ethic.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/25/2010

Assessment Methods

<table>
<thead>
<tr>
<th>Employer Survey - A brief structured interview will be created during the fall 2010, and administered periodically in recruiting periods. (Active)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion:</strong> This is not a criterion referenced metric. Instead, the interview will provide direct feedback about strengths and weaknesses of the program that can be discussed among faculty for consideration of changes.</td>
</tr>
<tr>
<td><strong>Schedule:</strong> Fall 2010 - present, annual or biannual.</td>
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<tr>
<th>Employment - Employment rate by new graduates. (Active)</th>
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<tbody>
<tr>
<td><strong>Criterion:</strong> Acceptable rate of employment at or shortly after graduation, for those students actively seeking employment. Greater than 80% of students should be able to locate professional employment in their major area of study.</td>
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<table>
<thead>
<tr>
<th>Internship Employer Survey - Energy Company recruiters visiting campus were asked questions in a structured interview about their experience with past and present students in the Energy Commerce program. (Active)</th>
</tr>
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<tbody>
<tr>
<td><strong>Criterion:</strong> Consistently positive feedback, and lack of systematic negative feedback.</td>
</tr>
<tr>
<td><strong>Schedule:</strong> Ongoing, annual or biannual.</td>
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<tr>
<td><strong>Related Documents:</strong> Industry Structured Interview.docx</td>
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Student Learning Outcome: Conscientiousness & Professionalism

A thorough understanding of the high value of conscientiousness in all phases of employment (discipline, attention to detail, achievement orientation, thoroughness, etc.)

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/23/2010

Assessment Methods

- Internship Employer Survey - Employers will be asked questions about the performance of interns they have hired. (Active)
  
  **Criterion:** We require a very high level of professionalism and conscientiousness from our students, and we expect that to be carried through to our graduates for years into their career. Consequently, we expect employers to provide candid feedback about the performance in this domain about our students, and we expect no more than one or two exceptions to high conscientiousness in any given assessment year.
  
  **Schedule:** Annually or biannually

Student Learning Outcome: Industry Operations Knowledge

Working knowledge of issues of exploration, production, management, and logistics of energy resources.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/01/2011

Assessment Methods

- Post-Test - Examination of undergraduate students. (Active)
  
  **Criterion:** Outperform all other business majors and minors on Energy Commerce-related examination content.

- Employer Survey - Employers will be asked in a structured interview and discussion about graduate knowledge of energy industry operations. (Active)
  
  **Criterion:** We expect employers to generally report that our graduates outperform ALL other universities in this area.
  
  **Schedule:** Annually to biannual structured interview and discussion.

Student Learning Outcome: Strategic Industry Knowledge

Working knowledge of industries history, global economics, social and political impact.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/22/2011

Assessment Methods

- Post-Test - Examination of undergraduate students. (Active)
  
  **Criterion:** Outperform all other business majors and minors on Energy Commerce-related examination content.
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### Employer Survey
- Employers will be asked in a structured interview and discussion about graduate knowledge of energy industry strategy and directions. (Active)

**Criterion:** We expect employers to generally report that our graduates outperform ALL other universities in this area.

**Schedule:** Annually to biannual structured interview and discussion.

### Student Learning Outcome: Contracts & Financing

Initial facility with interpreting, negotiating, and modifying instruments for energy transactions, and a working knowledge of financing methods.

**Outcome Status:** Active
**Outcome Type:** Student Learning
**Start Date:** 08/23/2010

**Assessment Methods**

- **Post-Test** - Examination of undergraduate students. (Active)
  - **Criterion:** Outperform all other business majors and minors on Energy Commerce-related examination content.

- **Employer Survey** - Employers will be asked in a structured interview and discussion about graduate knowledge of contracts & financing methods in the energy industry. (Active)
  - **Criterion:** We expect employers to generally report that our graduates outperform ALL other universities in this area.
  - **Schedule:** Annually to biannual structured interview and discussion.

### Student Learning Outcome: Law & Regulations Knowledge

Working knowledge of the regulatory, legal, and policy environment in which energy is produced and delivered.

**Outcome Status:** Active
**Outcome Type:** Student Learning
**Start Date:** 08/23/2010

**Assessment Methods**

- **Post-Test** - Examination of undergraduate students. (Active)
  - **Criterion:** Outperform all other business majors and minors on Energy Commerce-related examination content.

- **Employer Survey** - Employers will be asked in a structured interview and discussion about graduate knowledge of Law & Regulation in the energy industry. (Active)
  - **Criterion:** We expect employers to generally report that our graduates outperform ALL other universities in this area.
  - **Schedule:** Annually to biannual structured interview and discussion.