Degree Program Assessment Plan

Degree Program - COB - General Business (BBA)

CIP Code: 52.0101.00
Disciplinary Accrediting Body: AACSB International
Next Program Review: 12-13
Degree Program Coordinator: Professor Robert Ricketts
Degree Program Coordinator Email: robert.ricketts@ttu.edu
Degree Program Coordinator Phone: +18068343180
Degree Program Coordinator Mail Stop: MS 2101
Assessment Coordinator: Jason Rinaldo, Claudia Cogliser

Student Learning Outcome: Professional Communication
Each student should be able to conceptualize business issues into coherent written statements and oral presentations. The student will also be able to communicate effectively in organizational, group, and interpersonal business settings.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/11/2010

Assessment Methods
Performance - Beginning Fall 2010 an oral presentation rubric will be developed and piloted, and independent raters will be trained on it to provide performance reviews of student presentations in capstone courses. (Active)
Criterion: The rubric has an "Acceptable" level of performance for each target construct and for overall performance. 80% of student presentations must be at or above this minimal level.
Schedule: The first wave of data is expected to have been gathered by the end of fall 2010.

Student Learning Outcome: Accounting Competence
Each student should be able to evaluate the financial position of organizations through the examination of balance sheets, cash flow statements, and budgets.
Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/11/2010

Assessment Methods
Standardized Test - Direct examination of student knowledge in the major areas of study. (Active)
Criterion: Linear increase in knowledge level across educational attainment, and across domains of interest.

Student Learning Outcome: Financial Analysis
Each student should be able to financially analyze both short-term and long-term operating decisions through the application of: Product costing, cost behavior predictions, financial decision making, capital investment decision analysis, the use of budgets for
control and performance evaluation, time value of money, cash flows, risk and rates of return, stocks and bond valuation, capital budgeting, cost of capital, capital structure, and payout policy.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/11/2010

Assessment Methods

Course Level Assessment - Questions are asked in class and student responses are registered with the use of electronic devices (group-response clickers). (Active)

Criterion: 80% of students will respond to questions correctly.

Standardized Test - Direct examination of student knowledge in the major areas of study. (Active)

Criterion: Linear increase in knowledge level across educational attainment, and across domains of interest.

Student Learning Outcome: Marketing Knowledge & Proficiency

Each student should have knowledge of the marketing processes businesses use to: understand their customers/consumers? wants and needs, develop new market offerings, build channels of distribution, promote market offerings, create pricing strategies, and develop relationships with customers/consumers. In addition, students must understand how the global business environment influences these processes.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/11/2010

Assessment Methods

Standardized Test - Direct examination of student knowledge in the major areas of study. (Active)

Criterion: Linear increase in knowledge level across educational attainment, and across domains of interest.

Student Learning Outcome: Management (Strategy, Competition, Leadership)

Each student should be able to understand fundamentals of Management, broadly including: competition and strategy, social responsibility, industry/environment analysis, individual and group decision making processes, theories of leadership, controls and policy planning, influences on job performance and satisfaction.

Outcome Status: Active
Outcome Type: Student Learning
Start Date: 08/11/2010

Assessment Methods

Standardized Test - Direct examination of student knowledge in the major areas of study. (Active)

Criterion: Linear increase in knowledge level across educational attainment, and across domains of interest.