**BSBA COMMON GOALS**

**ASSESSMENT PLAN**

*(Revised Spring 2019)*

**Mission/Vision**

Statement Consistent with the overall mission of SDSU Fowler College of Business, the Undergraduate Program seeks to maintain a challenging learning environment that fosters excellence in business education. The program prepares students to be ethical and discerning critical thinkers with a global perspective, solid communication skills and a strong foundation in business knowledge.

**Program Learning Goal I: Communication**

Communicate effectively with individuals, teams, and large groups, both in writing and orally.

**Degree Learning Outcomes:**

**DLO 1.1:** Write well-organized and grammatically correct papers including letters, memos, case analyses, and research reports.

**DLO 1.2:** Make effective oral presentations that are informative as well as persuasive, as appropriate.

Written Communication (DLO 1.1)

* **Assessment Method:** Scores on the University Writing Placement Assessment exam.
* **Assessment Timing:** Every fifth semester

Oral Communication (DLO 1.2)

* **Assessment Method:** Oral presentations in sections of a required course in each of the majors where oral presentations take place.

**Notes on data collection:**

* + Presentations will be rated by one independent rater per each section provided by the respective department. It is strongly recommended that the rater not be the course instructor in which the presentations are taking place. It is also recommended that if the department course chosen has multiple sections that presentations should be drawn across the multiple sections. The ideal is a single rater across the multiple departmental sections with each departmental rater assessing approximately 15-20 students presenting (as non-compensated service to the college). Raters will use the FCB Oral Communication Skills rubric which will be distributed to students in these courses. Departments agree to have all raters involved attend a rater norming session held by the Undergraduate Committee in advance of participating in the assessment of oral communication.
* **Assessment Timing:** Every fifth semester

**Program Learning Goal II:** **Analytical and Critical Thinking Skills**

Demonstrate effective analytical and critical thinking skills to make an appropriate decision in a complex situation.

**Degree Learning Outcome:**

**DLO 2.1:** Apply relevant information and arrive at a well-reasoned conclusion.

* **Assessment Method:** Via standardized critical thinking test embedded within a representative sample of sections of the following courses (BA 405, ACCTG 432, FIN 423, FIN 437, FIN 590, MKTG 472, MKTG 479, MIS 481).
* **Assessment Timing:** Every fifth semester

**Program Learning Goal III: Ethical Reasoning**

Distinguish and analyze ethical problems that occur in business and society, and choose and defend ethical solutions.

**Degree Learning Outcomes:**

**DLO 3.1:** Explain the various ethical dimensions of business decision making.

**DLO 3.2:** Explain the role of various affected parties in business decision making.

Both DLOs:

* **Assessment Method:** Embedded questions on a comprehensive final exam in required course, Ethical Decision-Making in Business (BA 300).
* **Assessment Timing:** Every fifth semester

**Program Learning Goal IV: Global Perspective**

Demonstrate a global perspective and an understanding of the dynamics of the global economy in making decisions.

**Degree Learning Outcomes:**

**DLO 4.1:** Identify and describe the impact of the global economy on business decisions.

**DLO 4.2**: Explain and apply a global perspective in making business decisions.

DLO 4.1

* **Assessment Method:** Embedded questions on a comprehensive final exam in Foundations of Business in a Global Environment (BA 310).
* **Assessment Timing:** Every fifth semester

DLO 4.2

* **Assessment Method:** Embedded exam questions on the Essential Business Knowledge Assessment Test (EBKAT) administered in all sections (of a length of at least 75 minutes) in each of the following courses (BA 405, ACCTG 432, FIN 423, FIN 437, FIN 590, MKTG 472, MKTG 479, MIS 481).
* **Assessment Timing:** Every fifth semester

**Program Learning Goal V: Essential Business Knowledge (EBK)**

Demonstrate an understanding of the major functional areas of business.

**Degree Learning Outcomes:**

**DLO 5.1:** Describe and apply basic concepts, techniques, and/or theories in the major functional areas of business.

* **Assessment Method:** Essential Business Knowledge Assessment test (EBKAT) administered in all sections (of a length of at least 75 minutes) sections of the following courses: (BA 405, ACCTG 423, FIN 432, FIN 437, FIN 590, MKTG 472, MKTG 479, MIS 481).

**Assessment Timing:** Every fifth semester

**5 Year Assessment Timeline (Fall 2012 to Spring 2017)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | F2012 | S2013 | F2013 | S2014 | F2014 | S2015 | F2015 | S2016 | F2016 | S2017 |
| EBK |  | X |  |  |  | X |  |  |  | X |
| Written Comm | X |  |  |  | X |  | X | X |  | X |
| Oral Comm |  |  | X |  |  |  | X |  |  |  |
| Ethics | X |  |  |  | X |  |  |  | X |  |
| Global Perspec\* |  |  |  | X |  |  |  |  |  |  |
| Critical Thinking |  | X |  |  |  | X |  |  |  | X |

\*Global Perspective put “on hold” for period to allow for impact of major loop closing.

**Proposed 5 Year Assessment Timeline (Fall 2017 to Spring 2022)\***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | F2017 | S2018 | F2018 | S2019 | F2019 | S2020 | F2020 | S2021 | F2021 | S2022 |
| EBK |  |  |  | X |  |  |  |  | X |  |
| Written Comm |  |  |  | X |  |  |  |  | X |  |
| Oral Comm | X |  |  |  |  | X |  |  |  |  |
| Ethics |  |  | X |  |  |  |  | X |  |  |
| Global Perspec |  |  |  |  | X |  |  |  | X |  |
| Critical Thinking |  |  |  |  | X |  |  |  |  | X |

\*Highlighted semesters are those with required departmental capstones in place during the current 5-year timeline. Highlighted cells represent when assessment would take place to measure DLOs in the designated departmental courses during the above 5-year timeline.

**Proposed 5 Year Assessment Timeline continued (Fall 2022 to Spring 2027)\***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | F2022 | S2023 | F2023 | S2024 | F2024 | S2025 | F2025 | S2026 | F2026 | S2027 |
| EBK |  |  |  | X |  |  |  |  | X |  |
| Written Comm |  |  |  | X |  |  |  |  | X |  |
| Oral Comm | X |  |  |  |  | X |  |  |  |  |
| Ethics |  |  | X |  |  |  |  | X |  |  |
| Global Perspec |  |  |  | X |  |  |  |  | X |  |
| Critical Thinking |  |  |  |  | X |  |  |  |  | X |

\*Highlighted cells represent when assessment of the respective goal DLOs would take place in the designated departmental courses.