

College Assessment – BSBA Goals and Objectives
Reference Date: October 2005

I. BSBA - Goals and Objectives of College Assessment:

Statement of Purpose: The Harrison College of Business graduates prospective leaders who are ethical, proficient in the use of technology, broadly educated problem solvers, effective team players, clear writers and articulate speakers.

Statement of Action: The Harrison College of Business demonstrates commitment to excellence in its graduates by focusing on the following **learning goals and objectives:**

GOALS Graduates with the B.S. in Business Administration will demonstrate...	OBJECTIVES	MEASUREMENTS	LOCATION	DATE
1. <u>Proficiency in oral/written communication</u>	1. Write business documents with clear focus, development, organization, and mechanical correctness. 2. Create and deliver a professional presentation on a relevant business problem or issue. The presentation will display adequate content, organization, and delivery. 3. Listen satisfactorily and recall work-related information.	1. Writing critique using a college-developed grading guide (rubric). 2. Satisfactory result on 75 hour writing test (WP003). 3. Presentation critique using a college-developed grading guide (rubric). 4. Brown-Carlsen listening Comprehension test (external validation).	1. MG252. 2. Writing Center. 3. MG252. 4. MG252 in conjunction with Testing Center.	Each regular term (fall and spring)
2. <u>Knowledge of the fundamentals of accounting, finance, business law, MIS, marketing, management, and economics.</u>	1. Use business-related terms, concepts, theories, and principles appropriately.	1. MFT Test (external validation).	1. BA490 in conjunction with Testing Center.	Each regular term (fall and spring)
3. <u>Application of critical thinking skills to business problems and ethical dilemmas</u>	1. Use critical thinking to reach decisions by: <ul style="list-style-type: none"> a. Identifying the problem/issue(s). b. Presenting plausible alternatives. c. Evaluating the alternatives. d. Resolving the problem/dilemma with justification based on ethical principles, discipline-specific understanding, and professional judgment. 	1. California Critical Thinking Test (external validation) 2a. Ethical reasoning using critical thinking skills (college-developed grading guide). 2b. Problem solving using critical thinking skills (college-developed grading guide).	1. Testing Center. 2a. UI400. 2b. BA490.	Each regular term (fall and spring)

4. <u>Awareness and understanding of other cultures in a global and diverse environment.</u>	Provide evidence of adapting to other cultures by demonstrating shared feelings, perceptions, and experiences.	1. Cross Cultural Adaptability Inventory (CCAI) – external validation. 2. MFT International Section (external validation)	1. International courses in conjunction with Testing Center. 2. BA490 in conjunction with Testing Center.	Each regular term (fall and spring)
5. <u>Effective use of technology.</u>	1. Use technology-related terms, concepts and processes appropriately. 2. Use the Internet, spreadsheet, database, word processing, statistical, and presentation software effectively.	1. SAM Test (external validation). 2. ICT Literacy Test (external validation). 3. Technology (statistical) usage critique using a college-developed grading guide (rubric).	1. AD101. 2. MG375. 3. QM257.	Each regular term (fall and spring)

College Assessment - MBA Goals and Objectives
Reference Date: 12-14-05, editorially revised 2-28-07

II. MBA - Goals and Objectives of College Assessment:

GOALS Graduates with the MBA will demonstrate...	OBJECTIVES	MEASUREMENTS	LOCATION	DATE
1. Proficiency in effective communication and Team Work	1A Write business documents with clear focus, development, organization and mechanical correctness 1B Create and deliver professional projects and presentations on relevant business problems and issues. The individual and team presentations will display substantive content, organization and delivery 1C Listen satisfactorily and recall work-related information 1D Exhibit effective team work	1A College Writing Evaluation Form 1B College Presentation Evaluation Form 1C Brown-Carlson Listening comprehension test. 1D Effective Team Work: Peer Evaluation Form 1A-D Chair Evaluation of Applied Research Project Form	1A - BA600 Writing 1B - BA600 & BA650 & BA668 Presentation 1C - BA600 Listening 1D - BA650 & BA651 (Class Projects) 1A-D - BA657 Applied Research Project	Each regular term (fall and spring)
2. Advanced knowledge of accounting, finance, business law, MIS, marketing, management, and economics	2A Use and application of business related terms, concepts, theories, and principles	2A MFT for MBA scoring. 2B Chair Evaluation of Applied Research Project Form	2A - BA650 (Testing Services) 2B - BA657 Applied Research Project	Each regular term (fall and spring)

3. Application of critical thinking and advanced research skills to solve business problems and ethical dilemmas	3A Use critical thinking to reach decisions by: a) identifying a business problem/issue(s), b) presenting and assessing relevant information, c) identifying and evaluating the alternatives, d) resolving the problem/issue with justification based on ethical principles, discipline-specific understanding, and professional judgment	3A Case Evaluation Form 3B Chair Evaluation of Applied Research Project Form	3A - BA650 Strategic Case 3A - BA620 Statistical Case 3B - BA657 Applied Research Project	Each regular term (fall and spring)
4. Development of upper level management and leadership skills in a diverse and global environment	4A Provide evidence of understanding of individual management style 4B Provide evidence of adapting to diverse environment and other cultures through shared feelings, perceptions, and experiences	4A Personal Assessment of Management Skills (PAMS) by Whetten and Cameron 4B Cross Cultural Adaptability Inventory (CCAI)	4A - BA650 (PAMS) 4B - BA650 (Testing Services)	Each regular term (fall and spring)
5. Executive Management level (knowledge) mastery of technology	5A Use Internet, spreadsheet, databases, word processing, statistical packages and presentational software effectively when making executive level business decisions	5A ICT Technology Test 5B SAM Test 5C Chair Evaluation of Applied Research Project Form	5A - BA630 (Testing Services) 5B - BA630 (Testing Services) 5C- BA657 Applied Research Project	Each regular term (fall and spring)

III. Summary:

Goals and objectives to be meaningful must be accepted and acted upon by all constituencies. While principal responsibility for the assessment process rests with the faculty - leadership, direction and oversight of the Dean is critical if assessment is to achieve its intended purposes.

Faculty members and administrators must work to improve the assessment process by collecting data, documenting specific processes, participating on committees, and performing other assessment-related activities. Faculty committees should be organized to allow faculty with similar process implementation issues to discuss and coordinate documentation and reporting.