**University of Alaska Anchorage logo**

**AAS GBUS**

**Academic Assessment Plan**

**Adopted Jointly by**

**The UAA, MSC, KOC faculty**

Submitted to the Academic Assessment Committee: **01/25/2019**

Reviewed with curriculum changes by the Academic Assessment Committee: 4/5/19

Reviewed by the Faculty Senate as an information item: 5/3/19

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# Mission Statement

The AAS in General Business provides student with knowledge and fundamental principles of business and non-profit organizations to support students’ application of professional and entrepreneurial skills.

# Program Introduction

The University of Alaska Anchorage (UAA) and its extended campuses Matanuska-Susitna College (MSC) and Kodiak College (KOC) are accredited through the Northwest Commission on Colleges and Universities (NWCCU).

The Associate of Applied Science Degree in Accounting is a two-year program designed to prepare students for immediate employment in the business administration environment. The program may also be used as a foundation for students who wish to pursue a bachelor’s degree at a later date, although not all courses or credits in this program will transfer into the four-year program. The emphasis of the program is to provide students with practical, job-oriented skills utilizing current technologies found in the workplace.

The General Business Program consists of the following courses:

**Major Requirements** (36 credits):

Students must complete the following required courses with a grade of C or better:

ACCT A201 Principles of Financial Accounting \*\* 3

ACCT A202 Principles of Managerial Accounting 3

BA A151 Business Foundations 3

BA A166 Entrepreneurship and Small Business Management 3

BA A231 Fundamentals of Supervision 3

BA A233 Survey of Finance 3

BA/JUST A241 Business Law I 3

BA A260 Marketing Practices 3

CIS A110 Computer Concepts in Business 3

ECON A201 Principles of Macroeconomics 3

ECON A202 Principles of Microeconomics 3

LGOP A110 Logistics, Information Systems and Customer Service 3

9 Business Elective Courses must be from: ACCT, BA, CIS, LGOP or LOG

\*\* The [*ACCT A101*](https://nextcatalog.uaa.alaska.edu/search/?P=ACCT%20A101) and [*ACCT A102*](https://nextcatalog.uaa.alaska.edu/search/?P=ACCT%20A102) sequence may be used to satisfy the [*ACCT A201*](https://nextcatalog.uaa.alaska.edu/search/?P=ACCT%20A201) requirement for this degree.

\*\*\* Advisor approval required for all electives

A total of 60 credits is required for the degree.

# Assessment Process Introduction

The purpose of this document is to provide a guide for jointly assessing the overall academic effectiveness of the Associate of Applied Science (AAS)-Accounting (AAS-ACCT) degree program at UAA, MSC, & Kodiak. This document addresses the needs of accreditors, administrators, external stakeholders, students, and faculty. Accreditors set general standards including the requirement that actual results agree with the stated mission. Administrators are accountable for program effectiveness and need to know whether the program is delivering promised learning outcomes. External stakeholders value the program’s effectiveness and also require and deserve empirical assurance of learning. Students need to know what they can reasonably expect to achieve from their investment of time and money in the AAS-Accounting program. The faculty is responsible for instructional effectiveness and for making continuous improvements to the program based on the analysis of collected assessment data.

# Program Student Learning Outcomes

Students graduating with an AAS in GBUS will be able to:

1. Use critical thinking skills to solve problems and make decisions based on

accepted business principles;

2. Explain the concepts of ethics, social responsibility, and the terms under which

ethical rights and duties exist between organizations and society;

3. Discuss socially diverse and cultural differences and how global opportunities and

challenges influence the decision-making process;

4. Explain human social relations and the implications related to the ability to

effectively communicate in ethnically diverse contexts;

5. Discuss the process of achieving organizational objectives through people and

other resources;

6. Apply the introductory concepts, fundamental theories, and essential practices in

accounting, economics, marketing, and management; and

7. Demonstrate a solid foundation in management, teamwork, and leadership skills.

# GENERAL EDUCATION STUDENT LEARNING OUTCOMES

After completing the General Education Requirement, UAA students shall be able to:

1. Communicate effectively in a variety of contexts and formats;
2. Reason mathematically, and analyze quantitative and qualitative data competently to reach sound conclusions;
3. Relate knowledge to the historical context in which it developed and the human problems it addresses;
4. Interpret different systems of aesthetic representation and understand their historical and cultural contexts;
5. Investigate the complexity of human institutions and behavior to better understand interpersonal, group, and cultural dynamics;
6. Identify ways in which science has advanced the understanding of important natural processes;
7. Locate and use relevant information to make appropriate personal and professional decisions;
8. Adopt critical perspectives for understanding the forces of globalization and diversity; and
9. Integrate knowledge and employ skills gained to synthesize creative thinking, critical judgment, and personal experience in a meaningful and coherent manner.

Table 1: Association of Assessment Measures to Student Learning Outcomes

The achievement of each learning goal is measured by student achievement of specific and measurable learning objectives. The AAS-GBUS faculty has identified associated learning objectives for each goal and the course in which the objective is being taught.

Learning Goal 1

Learning Objective 1.1

Learning Objective 1.2

Learning Goal 2

Learning Objective 2.1

Learning Objective 2.2

Table 1 - Learning Objectives for AAS-ACCT Goals 1 through 8

| **Outcomes** | Course Level Direct Measure | Course Level Indirect Measure |
| --- | --- | --- |
| **Goal 1 - Use critical thinking skills to solve problems and make decisions based on accepted business principles.** |  |  |
| Objective 1.1 - Develop essential business skills such as critical thinking, problem solving, team building and business etiquette. | 1 | 1 |
| Objective 1.2 - Identify key business principles and primary functional areas of management, marketing, finance, accounting and information systems. | 1 | 1 |
| **Goal 2 - Explain the concepts of ethics, social responsibility, and the terms under which ethical rights and duties exist between organizations and society.** |  |  |
| Objective 2.1 - Demonstrate ability to analyze business and business/legal cases. | 1 | 1 |
| Objective 2.2 - Utilize ethical decision making through the development of skills in planning and leadership. | 1 | 1 |
| **Goal 3 – Discuss socially diverse and cultural differences and how global opportunities and challenges influence the decision-making process.** |  |  |
| Objective 3.1 – Apply economic theories to current political and social environmental occurrences. | 1 | 1 |
| Objective 3.2 - Analyze organizations that are considered socially aware and apply the identified characteristics to business decision-making. | 1 | 1 |
| **Goal 4 - Explain human social relations and the implications related to the ability to effectively communicate in ethnically diverse contexts.** |  |  |
| Objective 4.1 - Characterize the social interactions prevalent in business. | 1 | 1 |
| Objective 4.2 - Identify strategies to effectively communicate in a variety of business-related situations. | 1 | 1 |
| **Goal 5 -** **Discuss the process of achieving organizational objectives through people and other resources.** |  |  |
| Objective 5.1 - Develop insights necessary to achieve organizational goals through the empowerment of others and the intelligent use of other resources. | 1 | 1 |
| **Goal 6 - Apply the introductory concepts, fundamental theories, and essential practices in accounting, economics, marketing, and management.** |  |  |
| Objective 6.1 - Demonstrate the ability to record and post accounting transactions into appropriate journals and ledgers. | 1 | 1 |
| Objective 6.2 - Identify and discuss major internal control principles. | 1 | 1 |
| Objective 6.3 - Identify and discuss the implications that logistics can have on the future direction of business. | 1 | 1 |
| **Goal 7 – Demonstrate a solid foundation in management, teamwork, and leadership skills.** |  |  |
| Objective 7.1 – Complete a comprehensive business plan that includes the planning, organizing, leading and controlling of a planned small business and includes financial management and marketing strategies. | 1 | 1 |
| Objective 7.2 - Utilize ethical decision making through the development of skills in planning and leadership. | 1 | 1 |

0 = Measure is not used to measure the associated outcome.

1 = Measure is used to measure the associated outcome.

# Assessment Measures

For the purposes of this plan, an assessment measure is a procedure, protocol, or exercise that is reasonably objective, repeatable over time, and can be used to measure both direct (student work) and indirect (student perceived) outcomes.

A description of the measures used in the assessment of the student learning outcomes and their implementation are summarized in Table 2 below. The measures and their relationships to the student learning outcomes are listed in Table 1, above. Measures are divided into Direct and Indirect Measures and will be measured at the course-level.

Table 2: Assessment Measures and Administration

| **Measure** | **Description** | **Frequency/ Start Date** | **Collection Method** | **Administered by** |
| --- | --- | --- | --- | --- |
| **Direct**  **Course Level Measure** | Student work completed at the course level designed to measure the level of the program objective mastery. | Fall and Spring semesters, beginning Fall 2019 | Evaluation by course instructors | Course Instructors |
| **Indirect**  **Course Level Measure** | A measure of perceived student learning. Students will self-assess their level of objective mastery. | Fall and Spring semesters, beginning Fall 2019 | Student Surveys | Course Instructors |

# Assessment Process

General Implementation Strategy

UAA, MSC and KOC administration is responsible for:

* Providing sufficient financial and staff support for the development and implementation of this plan.
* Ensure faculty assessment efforts are appropriately reflected in annual workload agreements.

The AAS-General Business Faculty is responsible for:

* Undertaking assessment efforts as an integral portion of teaching activity.
  + Assessing individual student work at the course level.
  + Distributing student surveys.
* Participating in meetings to discuss assessment data and offer recommendations for program involvement.
* Providing assessment support staff with information on a timely basis so they can meet their information processing deadlines.

All objectives will be assessed once every three years. As several courses are offered only one time per year, the course schedule will determine the order of assessment. The tentative schedule for the 2019/20 to 2021/2022 academic period is as follows:

Year 1

BA-A151 Introduction to Business

Objectives 1.1 and 1.2

BA-A241 Business Law I

Objectives 2.1 and 2.2

BA-A231 Fundamentals of Supervision

Objectives 3.1 and 3.2

Year 2

CIS-A110 Computer Concepts in Business

Objective 4.1 and 4.2

BA-A231 Fundamentals of Supervision

Objective 5.1

BA-A260 Marketing Practices

Objectives 6.1, 6.2, and 6.3

Year 3

ACCT-A201 Principles of Financial Accounting

Objectives 6.1 and 6.2

LGOP-A110 Logistics, Information Systems and Customer Service

Objective 6.3

BA-A166 Small Business Management

Objective 7.1 and 7.2

# **Student Success Rate Goal**

The student success rate goal, for students enrolled in the degree program, is 80% of students meeting or exceeding the objective.

Assessment Timetable

| Activity | Responsible Person |
| --- | --- |
| At the beginning of each semester one section of each class teaching assessment objectives will be selected. Instructors will be notified within the first two weeks of the semester that their class has been selected for assessment. A letter including information about completing assessment of the required objectives will be provided to each course instructor. The Faculty Degree Program Coordinator will be responsible for answering any questions. | Staff Assessment Coordinator |
| Course instructors will collect raw data throughout the academic year and submit it to the Staff Assessment Coordinator. | Course Instructors |
| The data will be analyzed and put into Assessment Report format and given to the Faculty Degree Program Coordinator by the first day of the Fall contract. The Staff Assessment Coordinator will complete the Annual Academic Assessment survey with the information that is available to them by the June 15th deadline. | Staff Assessment Coordinator |
| The Faculty Degree Program Coordinator will review the report and provide an interpretation of results; add the status of recommendations previously adopted; and proposed recommendations to be considered. The Assessment Report will be submitted no later than September 15th\*. | Faculty Program Coordinator |

Proposed program changes may be any action or change in policy that the faculty deems as being necessary to improve performance relative to program objectives and outcomes. Recommended changes should also consider workload (faculty, staff, and students), budgetary, facilities, and other relevant constraints. A few examples of proposals that could be made include:

* Recommended changes in course content, scheduling, sequencing, prerequisites, delivery methods, etc.
* Changes in faculty/staff assignments
* Changes in advising methods and requirements
* Addition and/or replacement of equipment
* Changes to facilities

# Description of Faculty Involvement

As discussed in the previous sections, faculty will have the following roles in the assessment process:

* The Faculty Program Coordinator will be responsible for writing and revising the Assessment Plan in consultation with the Council of Coordinators.
* Faculty members teaching courses will be responsible for determining how they will measure the degree program objective(s) taught in their courses and collection of the direct and indirect measures.
* The Faculty Program Coordinator will work with the Assessment Coordinator to establish data analysis methods.
* The Faculty Program Coordinator in conjunction with course instructors will develop recommendations and action plans for degree program improvement.

# Modification of the Assessment Plan

Assessment Plans will be reviewed every year by the Faculty Program Coordinator and/or departmental faculty. Changes will be made that will enhance their program assessment process, based on their recommendations.

# Appendix A: Course level direct assessment

#### BA-A151 Introduction to business

Measure Description:

Course instructors will measure the following degree program objectives in this course:

| GESLO 5-Investigate the complexity of human institutions and behavior to better understand interpersonal, group, and cultural dynamics. |
| --- |
| GESLO 8-Adopt critical perspectives for understanding the forces of globalization and diversity. |
| Objective 1.1 - Demonstrate knowledge of the differences between business and not-for-profit organizations. |
| Objective 1.2 - Explain the concepts of business ethics and social responsibility. |
| Objective 1.3 - Describe the basic forms of business ownership and the advantages and disadvantages of each form. |

Instructors may choose from the following instruments to assess student learning outcomes:

| **Instrument** | **Description** |
| --- | --- |
| 1. Written Papers | Compose varied length papers as part of business course assignments |
| 2. Case Analysis | Analyze aspects of a business case; develop conclusions and/or recommendations |
| 3. Group Projects | Work in teams to produce a product (report, software, presentation, business plan, etc.) |
| 4. Quizzes | General course or specific course objective measurement quizzes |
| 5. Oral Reports | Individual reports delivered orally |
| 6. Exams | Utilize specific questions in an exam that relate to the stated objective as a measure. **Note: You may not use the entire exam score unless the exam is exclusively on the objectives measured here.** |

For each of the objectives instructors will complete the attached cover sheets indicating which instruments were utilized to assess student learning outcomes. Course instructors will assess individual student work as not meeting, meeting, or exceeding the program objective.

To meet the objective students should receive the equivalent of a “C” (70-79.4%) on the measured objective. Any grades above a “C” will be considered exceeding the objective. A cover sheet should be completed for each objective for each student and submitted to the Assessment Coordinator in Academic Affairs for recording. One copy of student work determined to not meet, meet, and exceed the course objective should be included for each objective for a total of 3 samples of student work per objective. The work samples do not need to come from the same student.

Factors that affect the collected data:

* The reliability of the instrument to effectively measure the considered outcome.
* Student ability to effectively utilize the instrument. For example, some students might be better at expressing themselves orally than in writing.
* Length of time between concept discussion and assessment.
* Student motivation.
* Clarity of the instrument and/or assignment.

Any of these factors can distort results for individual students or classes. However, this data will be compared to data on student perceived learning and gaps between the two can serve as possible indicators of ineffective course level assessment.

How to interpret the data:

Step 1: Determine whether each student met, did not meet, or exceeded the objective.

Step 2: Determine the percentage of sampled students who have met the objective.

Step 3: Data analysis will occur on two levels: 1) Students enrolled in the course and not enrolled in the degree program; and 2) Students enrolled in the degree program.

This data will be used to assess both course level and degree program student learning effectiveness.

**COVER SHEET**

**GENERAL EDUCATION DIRECT ASSESSMENT**

**GESLO 5**

**BA-A151 INTRODUCTION TO BUSINESS**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

GESLO 5- Investigate the complexity of human institutions and behavior to better understand interpersonal, group, and cultural dynamics

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**GENERAL EDUCATION DIRECT ASSESSMENT**

**GESLO 8**

**BA-A151 INTRODUCTION TO BUSINESS**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

GESLO 8- Adopt critical perspectives for understanding the forces of globalization and diversity

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 1.1**

**BA-A151 INTRODUCTION TO BUSINESS**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 1.1-Demonstrate knowledge of the differences between business and not-for-profit organizations.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 1.2**

**BA-A151 INTRODUCTION TO BUSINESS**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 1.2- Explain the concepts of business ethics and social responsibility.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 1.3**

**BA-A151 INTRODUCTION TO BUSINESS**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 1.3-Describe the basic forms of business ownership and the advantages and disadvantages of each form.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

# Appendix B: Course level direct assessment

#### BA-A166 Small business management

Measure Description:

Course instructors will measure the following degree program objectives in this course:

| GESLO 8-Adopt critical perspective for understanding the forces of globalization and diversity |
| --- |
| Objective 2.1 -Describe the advantages and disadvantages of entrepreneurship and the personality traits that characterize successful entrepreneurs. |
| Objective 2.2 -Identify how new business ventures add to the standard of living and quality of life of a community. |

Instructors may choose from the following instruments to assess student learning outcomes:

| **Instrument** | **Description** |
| --- | --- |
| 1. Written Papers | Compose varied length papers as part of business course assignments |
| 2. Case Analysis | Analyze aspects of a business case; develop conclusions and/or recommendations |
| 3. Group Projects | Work in teams to produce a product (report, software, presentation, business plan, etc.) |
| 4. Quizzes | General course or specific course objective measurement quizzes |
| 5. Oral Reports | Individual reports delivered orally |
| 6. Exams | Utilize specific questions in an exam that relate to the stated objective as a measure. **Note: You may not use the entire exam score unless the exam is exclusively on the objectives measured here.** |

For each of the objectives instructors will complete the attached cover sheets indicating which instruments were utilized to assess student learning outcomes. Course instructors will assess individual student work as not meeting, meeting, or exceeding the program objective.

To meet the objective students should receive the equivalent of a “C” (70-79.4%) on the measured objective. Any grades above a “C” will be considered exceeding the objective. A cover sheet should be completed for each objective for each student and submitted to the Assessment Coordinator in Academic Affairs for recording. One copy of student work determined to not meet, meet, and exceed the course objective should be included for each objective for a total of 3 samples of student work per objective. The work samples do not need to come from the same student.

Factors that affect the collected data:

* The reliability of the instrument to effectively measure the considered outcome.
* Student ability to effectively utilize the instrument. For example, some students might be better at expressing themselves orally than in writing.
* Length of time between concept discussion and assessment.
* Student motivation.
* Clarity of the instrument and/or assignment.

Any of these factors can distort results for individual students or classes. However, this data will be compared to data on student perceived learning and gaps between the two can serve as possible indicators of ineffective course level assessment.

How to interpret the data:

Step 1: Determine whether each student met, did not meet, or exceeded the objective.

Step 2: Determine the percentage of sampled students who have met the objective.

Step 3: Data analysis will occur on two levels: 1) Students enrolled in the course and not enrolled in the degree program; and 2) Students enrolled in the degree program.

This data will be used to assess both course level and degree program student learning effectiveness.

**COVER SHEET**

**GENERAL EDUCATION DIRECT ASSESSMENT**

**GESLO-8**

**BA-A166 SMALL BUSINESS MANAGEMENT**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

GESLO 8-Adopt critical perspectives for understanding the forces of globalization and diversity

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 2.1**

**BA-A166 SMALL BUSINESS MANAGEMENT**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 2.1- Describe the advantages and disadvantages of entrepreneurship and the personality traits that characterize successful entrepreneurs.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 2.2**

**BA-A166 SMALL BUSINESS MANAGEMENT**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 2.2- Identify how new business ventures add to the standard of living and quality of life of a community.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

# Appendix c: Course level direct assessment

#### BA-A231 PRINCIPLES OF SUPERVISION

Measure Description:

Course instructors will measure the following degree program objectives in this course:

| GESLO 5-Investigate the complexity of human institutions and behavior to better understand interpersonal, group, and cultural dynamics. |
| --- |
| GESLO 9-Integrate knowledge and employ skills gained to synthesize creative thinking, critical judgment, and personal experience in a meaningful and coherent manner. |
| Objective 3.1 - Explain how effective human resource management is critical to accomplishing company goals. |
| Objective 3.2 -Identify the three types of skills necessary for managerial success and describe the managerial functions of planning, organizing, leading, and controlling. |

Instructors may choose from the following instruments to assess student learning outcomes:

| **Instrument** | **Description** |
| --- | --- |
| 1. Written Papers | Compose varied length papers as part of business course assignments |
| 2. Case Analysis | Analyze aspects of a business case; develop conclusions and/or recommendations |
| 3. Group Projects | Work in teams to produce a product (report, software, presentation, business plan, etc.) |
| 4. Quizzes | General course or specific course objective measurement quizzes |
| 5. Oral Reports | Individual reports delivered orally |
| 6. Exams | Utilize specific questions in an exam that relate to the stated objective as a measure. **Note: You may not use the entire exam score unless the exam is exclusively on the objectives measured here.** |

For each of the objectives instructors will complete the attached cover sheets indicating which instruments were utilized to assess student learning outcomes. Course instructors will assess individual student work as not meeting, meeting, or exceeding the program objective.

To meet the objective students should receive the equivalent of a “C” (70-79.4%) on the measured objective. Any grades above a “C” will be considered exceeding the objective. A cover sheet should be completed for each objective for each student and submitted to the Assessment Coordinator in Academic Affairs for recording. One copy of student work determined to not meet, meet, and exceed the course objective should be included for each objective for a total of 3 samples of student work per objective. The work samples do not need to come from the same student.

Factors that affect the collected data:

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* Student ability to effectively utilize the instrument. For example, some students might be better at expressing themselves orally than in writing.
* Length of time between concept discussion and assessment.
* Student motivation.
* Clarity of the instrument and/or assignment.

Any of these factors can distort results for individual students or classes. However, this data will be compared to data on student perceived learning and gaps between the two can serve as possible indicators of ineffective course level assessment.

How to interpret the data:

Step 1: Determine whether each student met, did not meet, or exceeded the objective.

Step 2: Determine the percentage of sampled students who have met the objective.

Step 3: Data analysis will occur on two levels: 1) Students enrolled in the course and not enrolled in the degree program; and 2) Students enrolled in the degree program.

This data will be used to assess both course level and degree program student learning effectiveness.

**COVER SHEET**

**GENERAL EDUCATION DIRECT ASSESSMENT**

**GESLO 5**

**BA-A231 PRINCIPLES OF SUPERVISION**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

GESLO 5- Investigate the complexity of human institutions and behavior to better understand interpersonal, group, and cultural dynamics.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**GENERAL EDUCATION DIRECT ASSESSMENT**

**GESLO 9**

**BA-A231 PRINCIPLES OF SUPERVISION**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

GESLO 9- Integrate knowledge and employ skills gained to synthesize creative thinking, critical judgment, and personal experience in a meaningful and coherent manner.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 3.1**

**BA-A231 PRINCIPLES OF SUPERVISION**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 3.1 - Explain how effective human resource management is critical to accomplishing company goals.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 3.2**

**BA-A231 PRINCIPLES OF SUPERVISION**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 3.2 - Identify the three types of skills necessary for managerial success and describe the managerial functions of planning, organizing, leading, and controlling.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

# Appendix d: Course level direct assessment

#### BA-a241 business law I

Measure Description:

Course instructors will measure the following degree program objectives in this course:

| GESLO 7-Locate and use relevant information to make appropriate personal and professional decisions. |
| --- |
| Objective 4.1 - Identify and define legal terms to include: statutory and common law, contract and tort law, patents, copyrights, trademarks, property law, etc. |
| Objective 4.2 - List and describe the conditions necessary to make a legally enforceable contract and the possible consequences if such a contract is violated. |

Instructors may choose from the following instruments to assess student learning outcomes:

| **Instrument** | **Description** |
| --- | --- |
| 1. Written Papers | Compose varied length papers as part of business course assignments |
| 2. Case Analysis | Analyze aspects of a business case; develop conclusions and/or recommendations |
| 3. Group Projects | Work in teams to produce a product (report, software, presentation, business plan, etc.) |
| 4. Quizzes | General course or specific course objective measurement quizzes |
| 5. Oral Reports | Individual reports delivered orally |
| 6. Exams | Utilize specific questions in an exam that relate to the stated objective as a measure. **Note: You may not use the entire exam score unless the exam is exclusively on the objectives measured here.** |

For each of the objectives instructors will complete the attached cover sheets indicating which instruments were utilized to assess student learning outcomes. Course instructors will assess individual student work as not meeting, meeting, or exceeding the program objective.

To meet the objective students should receive the equivalent of a “C” (70-79.4%) on the measured objective. Any grades above a “C” will be considered exceeding the objective. A cover sheet should be completed for each objective for each student and submitted to the Assessment Coordinator in Academic Affairs for recording. One copy of student work determined to not meet, meet, and exceed the course objective should be included for each objective for a total of 3 samples of student work per objective. The work samples do not need to come from the same student.

Factors that affect the collected data:

* The reliability of the instrument to effectively measure the considered outcome.
* Student ability to effectively utilize the instrument. For example, some students might be better at expressing themselves orally than in writing.
* Length of time between concept discussion and assessment.
* Student motivation.
* Clarity of the instrument and/or assignment.

Any of these factors can distort results for individual students or classes. However, this data will be compared to data on student perceived learning and gaps between the two can serve as possible indicators of ineffective course level assessment.

How to interpret the data:

Step 1: Determine whether each student met, did not meet, or exceeded the objective.

Step 2: Determine the percentage of sampled students who have met the objective.

Step 3: Data analysis will occur on two levels: 1) Students enrolled in the course and not enrolled in the degree program; and 2) Students enrolled in the degree program.

This data will be used to assess both course level and degree program student learning effectiveness.

**COVER SHEET**

**GENERAL EDUCATION DIRECT ASSESSMENT**

**GESLO 7**

**BA-A261 BUSINESS LAW I**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

GESLO 7- Locate and use relevant information to make appropriate personal and professional decisions.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 4.1**

**BA-A261 BUSINESS LAW I**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 4.1 - Identify and define legal terms to include: statutory and common law, contract and tort law, patents, copyrights, trademarks, property law, etc.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 4.2**

**BA-A261 BUSINESS LAW I**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 4.2 - List and describe the conditions necessary to make a legally enforceable contract and the possible consequences if such a contract is violated.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

# Appendix E: Course level direct assessment

#### BA-A260 MARKETING PRACTICES

Measure Description:

Course instructors will measure the following degree program objectives in this course:

| Objective 6.1 - List and describe the four Ps of marketing: product, price, promotion, and place. |
| --- |
| Objective 6.2 - Explain how marketers meet the needs of the consumer and business markets through market segmentation, relationship marketing, and the study of consumer behavior. |
| Objective 6.3 - Describe the stages of the product life cycle and the marketing strategies at each stage. |

Instructors may choose from the following instruments to assess student learning outcomes:

| **Instrument** | **Description** |
| --- | --- |
| 1. Written Papers | Compose varied length papers as part of business course assignments |
| 2. Case Analysis | Analyze aspects of a business case; develop conclusions and/or recommendations |
| 3. Group Projects | Work in teams to produce a product (report, software, presentation, business plan, etc.) |
| 4. Quizzes | General course or specific course objective measurement quizzes |
| 5. Oral Reports | Individual reports delivered orally |
| 6. Exams | Utilize specific questions in an exam that relate to the stated objective as a measure. **Note: You may not use the entire exam score unless the exam is exclusively on the objectives measured here.** |

For each of the objectives instructors will complete the attached cover sheets indicating which instruments were utilized to assess student learning outcomes. Course instructors will assess individual student work as not meeting, meeting, or exceeding the program objective.

To meet the objective students should receive the equivalent of a “C” (70-79.4%) on the measured objective. Any grades above a “C” will be considered exceeding the objective. A cover sheet should be completed for each objective for each student and submitted to the Assessment Coordinator in Academic Affairs for recording. One copy of student work determined to not meet, meet, and exceed the course objective should be included for each objective for a total of 3 samples of student work per objective. The work samples do not need to come from the same student.

Factors that affect the collected data:

* The reliability of the instrument to effectively measure the considered outcome.
* Student ability to effectively utilize the instrument. For example, some students might be better at expressing themselves orally than in writing.
* Length of time between concept discussion and assessment.
* Student motivation.
* Clarity of the instrument and/or assignment.

Any of these factors can distort results for individual students or classes. However, this data will be compared to data on student perceived learning and gaps between the two can serve as possible indicators of ineffective course level assessment.

**How to interpret the data:**

Step 1: Determine whether each student met, did not meet, or exceeded the objective.

Step 2: Determine the percentage of sampled students who have met the objective.

Step 3: Data analysis will occur on two levels: 1) Students enrolled in the course and not enrolled in the degree program; and 2) Students enrolled in the degree program.

This data will be used to assess both course level and degree program student learning effectiveness.

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 6.1**

**BA-A260 MARKETING PRACTICES**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 6.1 - List and describe the four Ps of marketing: product, price, promotion, and place.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 6.2**

**BA-A260 MARKETING PRACTICES**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 6.2 - Explain how marketers meet the needs of the consumer and business markets through market segmentation, relationship marketing, and the study of consumer behavior.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 6.3**

**BA-A260 MARKETING PRACTICES**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 6.3 - Describe the stages of the product life cycle and the marketing strategies at each stage.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

# Appendix f: Course level direct assessment

#### CIS-A110 COMPUTER CONCEPTS IN BUSINESS

Measure Description:

Course instructors will measure the following degree program objectives in this course:

| GESLO 1-Communicate effectively in a variety of contexts and formats. |
| --- |
| Objective 8.1 - Complete a comprehensive, hands-on project utilizing spreadsheet, database, word processing, and presentation software. |
| Objective 8.2 - Define and describe current technologies and their applications to business. |

Instructors may choose from the following instruments to assess student learning outcomes:

| **Instrument** | **Description** |
| --- | --- |
| 1. Written Papers | Compose varied length papers as part of business course assignments |
| 2. Case Analysis | Analyze aspects of a business case; develop conclusions and/or recommendations |
| 3. Group Projects | Work in teams to produce a product (report, software, presentation, business plan, etc.) |
| 4. Quizzes | General course or specific course objective measurement quizzes |
| 5. Oral Reports | Individual reports delivered orally |
| 6. Exams | Utilize specific questions in an exam that relate to the stated objective as a measure. **Note: You may not use the entire exam score unless the exam is exclusively on the objectives measured here.** |

For each of the objectives instructors will complete the attached cover sheets indicating which instruments were utilized to assess student learning outcomes. Course instructors will assess individual student work as not meeting, meeting, or exceeding the program objective.

To meet the objective students should receive the equivalent of a “C” (70-79.4%) on the measured objective. Any grades above a “C” will be considered exceeding the objective. A cover sheet should be completed for each objective for each student and submitted to the Assessment Coordinator in Academic Affairs for recording. One copy of student work determined to not meet, meet, and exceed the course objective should be included for each objective for a total of 3 samples of student work per objective. The work samples do not need to come from the same student.

Factors that affect the collected data:

* The reliability of the instrument to effectively measure the considered outcome.
* Student ability to effectively utilize the instrument. For example, some students might be better at expressing themselves orally than in writing.
* Length of time between concept discussion and assessment.
* Student motivation.
* Clarity of the instrument and/or assignment.

Any of these factors can distort results for individual students or classes. However, this data will be compared to data on student perceived learning and gaps between the two can serve as possible indicators of ineffective course level assessment.

**How to interpret the data:**

Step 1: Determine whether each student met, did not meet, or exceeded the objective.

Step 2: Determine the percentage of sampled students who have met the objective.

Step 3: Data analysis will occur on two levels: 1) Students enrolled in the course and not enrolled in the degree program; and 2) Students enrolled in the degree program.

This data will be used to assess both course level and degree program student learning effectiveness.

**COVER SHEET**

**GENERAL EDUCATION DIRECT ASSESSMENT**

**GESLO 1**

CIS-A110 COMPUTER CONCEPTS IN BUSINESS

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

GESLO 1-Communicate effectively in a variety of contexts and formats

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 8.1**

CIS-A110 COMPUTER CONCEPTS IN BUSINESS

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 8.1 - Complete a comprehensive, hands-on project utilizing spreadsheet, database, word processing, and presentation software.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

**COVER SHEET**

**COURSE LEVEL DIRECT ASSESSMENT**

**OBJECTIVE 8.2**

CIS-A110 COMPUTER CONCEPTS IN BUSINESS

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Objective Measure:**

Objective 8.2 - Define and describe current technologies and their applications to business.

**Instruments:**

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers Case Analysis Group Projects Exams

Quizzes Oral Reports Other (specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assessment:**

How well did the student perform on the objective? Not met Met Exceeded

# Appendix g INDIRECT ASSESSMENT

#### STUDENT SURVEYS

Measure Description:

Student surveys will be utilized to measure student perceived learning in each of the degree program objectives for the sample group. Surveys will be done at the course level at the end of each semester. Students will be asked to measure their level of mastery of the stated course-level objectives on a scale of 1-4 as follows:

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

Factors that affect the collected data:

* The reliability of the instrument to effectively measure the considered outcome.
* Student ability to effectively utilize the instrument.
* Length of time between concept discussion and assessment.
* Student motivation.
* Clarity of the instrument.
* As the surveys are not anonymous, students may be reluctant to admit they did not meet the objective.

Any of these factors can distort results for individual students or classes. However, this data will be compared to data on direct learning based on student work. Gaps between the two can serve as possible indicators of ineffective indirect assessment.

How to interpret the data:

Step 1: Determine student perceived mastery of the objective (on a scale of 1-4).

Step 2: Determine the average perceived learning score of sampled students.

Step 3: Data analysis will occur on two levels: 1) Students enrolled in the course and not enrolled in the degree program; and 2) Students enrolled in the degree program.

This data will be used to assess both course level and degree program student learning effectiveness.

**STUDENT SURVEY**

**BA-A151 INTRODUCTION TO BUSINESS**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

This survey has been designed as part of the campus wide Degree Program Assessment for the Small Business Administration Degree. As this class is a required course for the Small Business Administration Degree, students are being asked to describe their level of mastery of the stated course-level objectives.

Please rate how well you feel you met each of the following course level objectives.

1. Able to demonstrate knowledge of the differences between business and not-for-profit organization.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to explain the concepts of business ethics and social responsibility.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to describe the basic forms of business ownership and the advantages and disadvantages of each form.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to investigate the complexity of human institutions and behavior to better understand interpersonal, group, and cultural dynamics.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to adopt critical perspectives for understanding the forces of globalization and diversity.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

**STUDENT SURVEY**

**BA-A166 SMALL BUSINESS MANAGEMENT**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

This survey has been designed as part of the campus wide Degree Program Assessment for the Small Business Administration Degree. As this class is a required course for the Small Business Administration Degree, students are being asked to describe their level of mastery of the stated course-level objectives.

Please rate how well you feel you met each of the following course level objectives.

1. Able to describe the advantages and disadvantages of entrepreneurship and the personality traits that characterize successful entrepreneurs.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to identify how new business ventures add to the standard of living and quality of life of a community.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to adopt critical perspectives for understanding the forces of globalization and diversity.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

**STUDENT SURVEY**

**BA-A231 FUNDAMENTALS OF SUPERVISION**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

This survey has been designed as part of the campus wide Degree Program Assessment for the Small Business Administration Degree. As this class is a required course for the Small Business Administration Degree, students are being asked to describe their level of mastery of the stated course-level objectives.

Please rate how well you feel you met each of the following course level objectives.

1. Able to explain how effective human resource management is critical to accomplishing company goals.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to identify the three types of skills necessary for managerial success and describe the managerial functions of planning, organizing, leading, and controlling.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to investigate the complexity of human institutions and behavior to better understand interpersonal, group, and cultural dynamics.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to integrate knowledge and employ skills gained to synthesize creative thinking, critical judgment, and personal experience in a meaningful and coherent manner.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

**STUDENT SURVEY**

**BA-A241 BUSINESS LAW I**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

This survey has been designed as part of the campus wide Degree Program Assessment for the Small Business Administration Degree. As this class is a required course for the Small Business Administration Degree, students are being asked to describe their level of mastery of the stated course-level objectives.

Please rate how well you feel you met each of the following course level objectives.

1. Able to identify and define legal terms to include: statutory and common law, contract and tort law, patents, copyrights, trademarks, property law, etc.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to list and describe the conditions necessary to make a legally enforceable contract and the possible consequences if such a contract is violated.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Locate and use relevant information to make appropriate personal and professional decisions.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

**STUDENT SURVEY**

**ACCT-A260 MARKETING PRACTICES**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

This survey has been designed as part of the campus wide Degree Program Assessment for the Small Business Administration Degree. As this class is a required course for the Small Business Administration Degree, students are being asked to describe their level of mastery of the stated course-level objectives.

Please rate how well you feel you met each of the following course level objectives.

1. Able to list and describe the four Ps of marketing: product, price, promotion, and place.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to explain how marketers meet the needs of the consumer and business markets through market segmentation, relationship marking, and the study of consumer behavior.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to describe the stages of the product life cycle and the marketing strategies at each stage.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

**STUDENT SURVEY**

**CIS-A110 COMPUTER CONCEPTS IN BUSINESS**

**Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

This survey has been designed as part of the campus wide Degree Program Assessment for the Small Business Administration Degree. As this class is a required course for the Small Business Administration Degree, students are being asked to describe their level of mastery of the stated course-level objectives.

Please rate how well you feel you met each of the following course level objectives.

1. Able to complete a comprehensive, hands-on project utilizing spreadsheet, database, word processing, and presentation software.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Able to define and describe current technologies and their applications to business.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective

1. Communicate effectively in a variety of contexts and formats.

1 = Did not meet the objective

2 = Somewhat met the objective

3 = Met the objective

4 = Exceeded the objective