05-06 Assessment Reports

Name: Monica Lam

Contact: Phone: Email: lamsm@csus.edu

Department: CBA

Mission: The College of Business Administration at California State University, Sacramento is dedicated to the success of its students by providing a quality Bachelor of Science degree in Business Administration with relevant concentrations. We are committed to graduating BSBA students who can successfully fill managerial or professional positions, as well as to pursue entrepreneurial career opportunities. Our BSBA graduates are competent at utilizing a body of relevant knowledge and skills to contribute to the goals and social responsibilities of their organizations.

Outcome: BSBA Learning Goals: 1. Communication Skills: Our BSBA graduates will communicate effectively in a professional environment. 2. Teamwork Skills: Our BSBA graduates will be productive team members. 3. Business Analyses and Applications: Our BSBA graduates will have relevant knowledge and skills from multiple business functional areas to perform analyses and applications leading to effective problem solving and decision making. 4. Business Context: Our BSBA graduates will analyze ethical, social, and economic factors leading to effective problem solving and decision making. 5. Information Acquisition: Our BSBA graduates will acquire appropriate information via a variety of channels and formats for effective business research, problem solving, and decision making. 6. Thinking Skills: Our BSBA graduates will think in reflective and innovative ways leading to effective problem solving and decision making. BSBA Learning Objectives: 1. Communication Skills 1.1 Oral Communication: Present information in a persuasive, logical, and organized manner using supportive visual aids and professional oral communication. 1.2 Written Communication: Write informational, analytical, and technical documents, which are organized, precise, and relevant. 2. Teamwork Skills 2.1 Team Membership Skills: Meet task demands and role assignments, and collaborate with other team members to successfully accomplish collective goals. 3. Business Analyses and Applications: 3.1 Quantitative Analyses: Understand when, why, and how to use quantitative analyses including statistical models and mathematical techniques for areas such as accounting, finance, human resource, operations, and/or marketing. 3.2 Analytical Process: Solve a managerial problem by identifying the factors contributing to the problem, formulating alternative solutions, evaluating the pros and cons, conducting cost and benefit analyses of alternative solutions, and selecting a solution. 3.3 Technology Applications: Recognize and apply appropriate information and management technologies to achieve organizational goals. 4. Business Context 4.1 Ethical Decision: Consider ethical issues when making decision to achieve individual and organizational responsibilities in business context. 4.2 Diversity: Analyze the implications of ethnic and cultural diversity for effective problem solving and decision making. 4.3 Legal and Professional Regulation: Analyze the implications of legal and professional regulation for effective problem solving and decision making. 4.4 Global and Domestic Economy: Analyze the implications of global and domestic economic systems for effective problem solving and decision making. 5. Information Acquisition 5.1 Electronic Information:
Know how to effectively search for electronic information for business research, problem solving, and decision making. 5.2 Oral Information: Know how to effectively acquire information from face-to-face communication for problem solving and decision making. 5.3 Printed Information: Know how to effectively search for printed information for business research, problem solving, and decision making. 6. Thinking Skills 6.1 Reflective Thinking Skills: Review information, circumstances, and outcomes systematically for evaluation purposes. 6.2 Innovative Thinking Skills: Apply information to generate unique and original alternatives for effective problem solving and decision making.

**Description**: All measures are direct and developed by faculty. A distributed model is used in which program effectiveness is based on the data from course performance.

**Date and Time**:

**Result**: BSBA students have to improve significantly in thinking and quantitative skills. In process of collecting data.


**procedure**: Measures will be administered to students every three years. The CBA has a long term assessment goal: After two improvement cycles (6 years from 5/2006), at least 70% of our students will achieve greater than 2.5 on a scale of 1 – 4 for all learning objectives.

**academic_change**:

**Upcoming_year**: Continue to implement improvement activities. We evaluated all learning objectives already in F05 in the last cycle. The next evaluation semester will be F08.

**NotEngage**: