CBA ASSESSMENT PLAN

In AY 16-17 the CBA submitted the AACSB Fifth Year Continuous Improvement Review Report to AACSB (Association to Advance Collegiate Schools of Business) which is the accrediting body for all business schools, of which assessment is one part. The Peer Review Team visited the college in April 2017 and recommended that accreditation be extended for an additional five years with a Continuous Improvement Review to occur in 2021/2022.

In Spring 2016 the faculty created standardized syllabi to assure that the approved learning outcomes were addressed in all courses, particularly those with multiple sections.

The next phase of assessment is for the college to examine the embedded course assessment with particular attention on how the learning outcomes are assessed within courses and across multiple sections of courses to ensure consistency.

CBA Assessment Action Plan 2017-2018 2019-2020 2018-2019 2020-2021 Complete Continue Establish CBA mapping Establish CBA implementation Office of curriculum and Office of of use of VALUE revising course Assessment Assessment Rubric at the embedded with staff and with staff and program level faculty coassessments to faculty co-**CBA Faculty** directors directors Assessment Articulate CIR Course Implement use 'brown bags' embedded and Assessment of VALUE ETS Major Field Committee assessments Rubrics at the Test BSBA Activities **CBA Assessment** Program level **CBA** Assessment Summit-Develop Select and Apply Summer Assessment Assessment **VALUE RUBRICS** Institute (Focus Showcase Library (Cases, for course on Portfolios) Simulations embedded assessment

CURRICULUM MAP

CBA PROGRAM-LEVEL LEARNING GOALS

Goal 1 Fundamental Business Knowledge

Competence based on fundamental business knowledge.

- 1.1 Demonstrate understanding of fundamental business theories, concepts, and skills.
- 1.2 Ability to analyze business information in performing business related tasks.

Goal 2 Integrative Business Competence

Business competence integrated with other business knowledge areas and ethical responsibility.

- 2.1 Ability to identify factors contributing to a managerial problem from a variety of business perspectives.
- 2.2 Enumerate the costs and benefits that potential solutions will have on the interdependent stakeholders of a firm.

Goal 3 Effective Business Communication

Business communication utilizing contemporary and classic communication techniques and methods.

- 3.1 Convey information in a variety of business settings.
- 3.2 Evaluate the efficacy of business communications.

Goal 4 Applied Business Capability

Ability to translate knowledge of business and management into practice.

- 4.1 Create effective business solutions that are both ethically sound and socially responsible.
- 4.2 Generate innovative and effective solutions for problem solving and decision making.

Course Mapping:

Course	Learning Goal							
	1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2
OPM 101	Х		Х	Х				Х
GM 105			Х	Х	Х		Х	Х
MIS 101	Х	Х					Х	
FIN 101	х	Х	Х	Х				
ACCY 1	х	Х		Х	Х			
DS 101	х	Х	Х		Х	Х		
HROB 101	Х	Х	Х	Х	Х	Х	Х	Х
MGMT 102	Х	Х	Х	Х	Х	Х	Х	Х
MKTG 101	Х	Х	Х	Х				Х