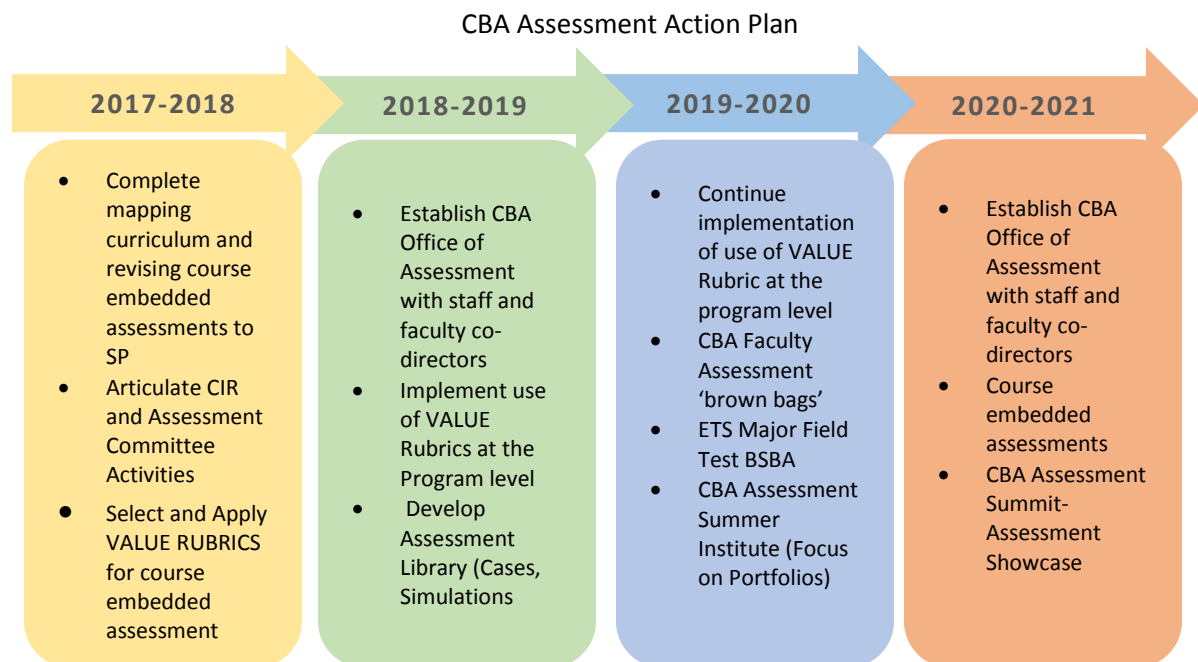


## CBA ASSESSMENT PLAN

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.



## CURRICULUM MAP

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### 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	X		X	X				X
GM 105			X	X	X		X	X
MIS 101	X	X					X	
FIN 101	X	X	X	X				
ACCY 1	X	X		X	X			
DS 101	X	X	X		X	X		
HROB 101	X	X	X	X	X	X	X	X
MGMT 102	X	X	X	X	X	X	X	X
MKTG 101	X	X	X	X				X