

BA Business – Assessment Plan

Program Learning Goals

- To build on principles of statistics and economics and other social sciences.
- To provide students with an understanding of business-related disciplines such as finance, accounting, marketing, operations management and organizational theory.
- To provide students an analytical approach for addressing current as well as future opportunities and problems in either for-profit or not-for-profit organizations.
- To prepare students for graduate work that will heighten their preparation in specific disciplines.

Program Learning Objectives

Graduates of the BA Business programs will be able to:

1. Explain and apply key concepts, tools and theories in Managerial Economics
2. Explain and apply key concepts, tools, and theories in accounting
3. Explain and apply key concepts, tools, and theories in capital budgeting and financial markets
4. Explain the basic principles of marketing including product promotion, pricing and placement
5. Explain and apply data management, supply chain organization and business process reengineering
6. Explain and analyze performance evaluation systems and compensation/incentive systems
7. To clearly communicate analyses and ideas in written and oral presentation forms

Alignment of BA Business Curriculum and Program Learning Goals and Objectives

Learning Goals and Objectives			
	Learning Goals	Learning Objective	Courses in which these will be assessed
I. Organization of Markets	Understanding of the organization of markets and factors that affect them	Explain and apply key concepts, tools and theories in Managerial Economics	ECO 108 (Principles of Economics), ECO 207 (Intermediate Microeconomics)
II. Accounting	Understanding Accounting Principles	Explain and apply key concepts, tools, and theories in accounting	ACC 201 (Financial Accounting), ACC 221

III. Finance	Understanding investment principles and financial markets	Explain and apply key concepts, tools, and theories in capital budgeting and financial markets	FIN 205/ECO 216 (Financial Management)
III. Marketing	Understanding the principles of marketing	Explain the basic principles of marketing including product promotion, pricing and placement	MKT 203 (Marketing)
IV. Information Technology	Understanding information technology and operations management	Explain and apply data management, supply chain organization and business process reengineering	OMG 201 (Operations and Technical Mgmt)
V. Organizational Architecture	Understanding a framework for addressing and solving organizational problems	Explain and analyze performance evaluation systems and compensation/incentive systems	STR 203 / ECO 218 (Economic Theory of Organizations)

Program Assessment Plan (frequency of implementation)

We plan to evaluate the program at several levels. There will be an oversight committee consisting of faculty and administrators from the Simon Graduate School of Business and the Department of Economics. The committee will solicit feedback from students in the program and has developed a survey for graduating students. The committee will review these survey results, as well as course syllabi, to consider modifications in the program.

Student evaluations will be used to assess the performance of the instructors. These evaluations are anonymous and are used by the relevant dean's office to provide instructors with feedback and to guide in the selection of instructors for courses.

The table below demonstrates how the program has embedded the learning goals and objectives in the program curriculum.

Direct methods

- Core courses in the BA Business curriculum contain embedded assignments, research papers, and exams that measure achievement of program learning objectives. (every term)
- Program retention and graduation rates will be reviewed to ensure students are making academic progress through the program. (annual)

Indirect methods

- Post-graduation placement in graduate school, medical school, or employment as reported in senior survey (percentage accepted, quality of the programs) . (annual)

- Success in professional schools and ultimate job placement as reported in alumni survey is a measure of program learning objectives 4 and 5. (every 5 years)
- Awards and Scholarships related to economics, finance, or business received by students are a measure of achievement of program learning objectives 1-3. (annual)
- High level of satisfaction with overall program, advising, and teaching quality ratings in senior survey (annual)
- High level of ability self-assessment for program learning outcomes in senior survey (annual) and alumni surveys (every 5 years)
- Senior focus group review of program quality and learning processes (every other year)

Assessment Data Review

Assessment data will be reviewed annually by the undergraduate program oversight committee.

Recent Curriculum Changes based on Preview Data Review

New program.