Name of the Undergraduate Degree Program	
Bachelor of Business Administration	
Mission Statement	
The Unit's mission is to create enduring educational value for our students, our alumni, and the business and academic communities we serve. We achieve this mission by ensuring our students attain the general business and functional knowledge, skills and attitudes required for them to succeed in a rapidly changing, technology-driven global business environment.	
Student Learning Outcomes	
BBA graduates should be able to achieve the following:	
Content/Discipline Knowledge	**Direct Measures**
Management-Specific Functional Knowledge & Skills These outcomes relate to expectations for learning accomplishment in areas that directly relate to management tasks and form the business portion of degree requirements. Students will demonstrate the core functional knowledge and skills to enter and sustain a career in business/accounting.	All Faculty who teach in each Undergraduate core course were asked to identify questions that assess what students should know and be able to do upon graduation. Questions were collated into a single core exit exam. Students should score a minimum overall criteria which represents the percentage of questions that should be answered correctly to meet the assessment standards identified by the Faculty. The criteria is set as follows: students should earn at least 60% or higher in questions related to 8 core and 2 pre-core courses. Method: An exit exam has been administered in MAN 4720 which is identified as the Capstone course for Business and Accounting majors. A random sample of students is identified and assessed.
Major Specific Students will demonstrate functional skills and knowledge in the study of business as delineated in the outcomes for their majors.	All Faculty who teach in each Undergraduate major course were asked to identify questions that assess what students should know and be able to do upon graduation. Questions were collated into a single exit exam. Students should score a minimum overall criteria which represents the percentage of questions that should be answered correctly to meet the assessment standards identified by the Faculty. Method: An exit exam has been administered in capstone classes that have been identified for each major. MAN 4720 is identified as the Capstone course for Management, Human Resource Management and International Business majors. FIN 4486 has been identified as the capstone class for Finance majors, ISM 4151 has been identified as the capstone class for Management Information Systems majors, MAR 4804 the capstone course for Marketing majors and Real Estate majors have been assessed outside of their courses. All majors who have completed the major course requirements are assessed.
Finance Major	***Direct Measures***
1 . Identify the functions of financial markets and institutions and examine their impact on the level of interest rates and interest rate differentials.	An exit exam is set for Finance major students in FIN 4486, Financial Risk Management. The criteria is as following Overall – 68% LO1- 70% LO2 – 68% LO3 – 70%
2. Investigate advanced time value of money concepts and extend these concepts to mortgage mathematics, commercial mathematics, and capital budgeting.	

3. Explore the international integration of financial markets and analyze implications for financial managers.	LO4 – 70% LO5 – 64% LO6 – 70% Method: Finance Major exit exam includes 47 Multiple choice questions with approximately 8 questions that assess each student learning outcome. All students registered in FIN 4486 who completed the requirements for this major are assessed.
4. Examine the nature of the commercial banking business. Ascertain the measures of bank return and risk performance and how they are applied to bank valuation decisions and management performance assessment.	
5. Identify and analyze derivative instruments and strategies used by investors and corporations to hedge financial risks. Emphasis will be placed on identification of financial risk and designing optimal risk management strategies.	
6. Determine and analyze the appropriate measures of risk and return for various financial instruments. Understand the mechanics and regulation of financial securities.	
Human Resources Major	***Direct Measures***
1. Develop and apply HR planning, recruitment, and selection practices that conform to commonly accepted professional standards and are legally sustainable.	An exit exam is set for Human Resources Management major students in MAN Strategic Management (MAN 4720). The criteria is as following Overall – 68% LO1- 70% LO2 – 68% LO3 – 70% LO4 – 70% LO5 – 64% LO6 – 70% Method: Human Resources Management exit exam includes 58 Multiple choice questions with approximately 10 questions that assess each student learning outcome. All students who completed the requirements for this major are assessed. Students in MAN 4720 who do not meet these requirements are assessed in one of the core or other curricular exit exams. Learning Outcome 6 was not directly assessed in the exit exam since Faculty who were monitoring the inclusion of items for the exit exam assigned questions that referred to this outcome to other learning outcomes. Beginning in Spring 2009 this Outcome is also assessed.
2. Develop and apply training needs analysis, instructional outcomes, training program design that fully utilizes multimedia capabilities, and training evaluation practices so that training has a positive return on investment (ROI) for the business.	
3. Develop and apply performance appraisal forms and corrective performance management actions including feedback and disciplinary measures so that they are effective and legally sustainable.	
4. Students will develop and apply compensation, benefit, and reward systems that facilitate the attraction, development, and retention of a high-performance workforce and are legally sustainable.	
5. Students will develop and apply labor-management practices that foster a productive work environment and that are legally sustainable.	
6. Students will develop and apply HR information systems (HRIS) that support effective decision-making in all HR areas (i.e., staffing, training, performance management, compensation and reward systems, and labor-management practices).	
International Business Major	***Direct Measures***
1. Discuss the impact of globalization on countries, businesses and their citizens.	An exit exam is set for International Business major students in MAN Strategic Management (MAN 4720). The criteria is as following (based on the percentage of questions that should be answered correctly to meet the assessment standards identified by the Faculty): Overall – 70% LO1- 72% LO2 – 72% LO3 – 69% LO4 – 75% LO5 – 66% LO6 - 71% LO7 - 64% Method: The International Business exit exam in MAN 4720 includes 52 Multiple choice questions with approximately 8 questions that assess each student learning outcome. All students who completed the requirements for this major are assessed. Students in MAN 4720 who do not meet these requirements are assessed in one
2. Explain the role of international organizations/agreements that affect business organizations including regional agreements, the World Bank, the World Trade Organization, and the International Monetary Fund.	
3. Analyze the political, legal, economic, and /cultural environment of multinational organizations in order to develop competitive strategies in a global environment.	
4. Evaluate the impact of internationalization on company strategies and on the mode of entry chosen by a multinational organization.	
5. Apply your knowledge of cultural values to evaluate the implementation of alternative management techniques in different cultures.	
6. Design a marketing strategy for an international market (4Ps).	
7. Demonstrate knowledge of the basics of international finance that are deemed necessary to conduct financial transactions in today's global economy, including development and current status of international monetary system, foreign exchange exposure, global parity conditions, forecasting FOREX, global capital budgeting, global cost of capital, and exports and/imports.	

Management Major	***Direct Measures***
1. Demonstrate understanding of how to carry out the planning function of management.	An exit exam is set for Management major students in MAN Strategic Management (MAN 4720), the capstone class of this major. The criteria is as following (based on the percentage of questions that should be answered correctly to meet the assessment standards identified by the Faculty): Overall – 66% LO1 – 70% LO2 – 65% LO3 – 65% LO4 – 67% LO5 – 67% Method: The Management major exit exam includes 43 Multiple choice questions with approximately 9 questions that assess each student learning outcome. All students who completed the requirements for this major are assessed. Students in MAN 4720 who do not meet these requirements are assessed in one of the core or other curricular exit exams.
2. Demonstrate understanding of how to carry out the organizing function of management.	
3. Formulate ways to carry out the controlling function in organizations.	
4. Identify ways to fulfill the leadership function of management.	
5. Explain how linking the organizational social practices to the community is ultimately advantageous in regard to: maintaining ethical standards; developing sustainable influence on the business environment; establishing a strong reputation through community engagement.	
Management Information Systems Major	***Direct Measures***
1. Develop and apply HR planning, recruitment, and selection practices that conform to commonly accepted professional standards and are legally sustainable.	An exit exam is set for Management Information Systems major students in ISM4151 (Information Systems Management) in Spring 2009. It is identified as capstone class The criteria are as follows (based on the percentage of questions that should be answered correctly to meet the assessment standards identified by the Faculty): Overall – 65% LO1- 65% LO2 – 65% LO3 – 65% LO4 – 65% LO5 – 65% LO6 – 65% Method: MIS major exit exam includes 50 multiple-choice questions. All graduating seniors in the MIS major are assessed through this class. Students are evaluated using this standardized exit exam with approximately 8 test items pertaining to each student learning outcome.
2. Develop and apply training needs analysis, instructional outcomes, training program design that fully utilizes multimedia capabilities, and training evaluation practices so that training has a positive return on investment (ROI) for the business.	
3. Develop and apply performance appraisal forms and corrective performance management actions including feedback and disciplinary measures so that they are effective and legally sustainable.	
4. Students will develop and apply compensation, benefit, and reward systems that facilitate the attraction, development, and retention of a high-performance workforce and are legally sustainable.	
5. Students will develop and apply labor-management practices that foster a productive work environment and that are legally sustainable.	
6. Students will develop and apply HR information systems (HRIS) that support effective decision-making in all HR areas (i.e., staffing, training, performance management, compensation and reward systems, and labor-management practices).	
Marketing Major	***Direct Measures***
1. Identify the core factors that need to be examined for understanding consumer behavior.	An exit exam is set for Marketing major students in MAN Strategic Management (MAN 4720). The criteria is as following (based on the percentage of questions that should be answered correctly to meet the assessment standards identified by the Faculty): Overall – 63% LO1 – 66% LO2 – 67% LO3 – 66% LO4 – 59% LO5 – 59% Method: In Fall 2009 the MAR exit exam has been redesigned. The exam comprises of several mini-cases to which 63 multiple choice questions are posed. Approximately 12 questions assess each student learning outcome in MAR.
2. Identify elements of professional image, attitude and business ethics.	
3. Calculate retail pricing on both cost and profit based approaches.	
4. Interpret the language of marketing research.	
5. Analyze a company's marketing strategy and recognize appropriate and inappropriate marketing alternatives	
Real Estate Major	***Direct Measures***
1. Develop a conceptual understanding of the functions of real estate markets, real estate practices, and real estate institutions.	An exit exam is set for Real Estate major students in the semester in which they apply for graduation. The criteria is as following (based on the percentage of test items answered correctly): Overall – 65% LO1 – 65%

2. Familiarize students with the nature of the legal environment of real estate. 3. Appraise the real estate development opportunities in the commercial real estate markets for residential, warehouse, retail, and industrial properties. 4. Develop students' analytical skills to solve specific problems or issues related to the analysis of real estate financing alternatives.	LO2 – 65% LO3 – 67% LO4 – 67% Method: Real Estate exit exam is at the end of program. This is monitored by the application to graduate process. All students are assessed outside of class and do not earn a grade. This exit exam includes 40 Multiple choice questions with approximately 10 questions that assess each student learning outcome. All students who completed the requirements for this major are assessed.
Analytical Thinking Skills	**Direct Measures**
Students will be able to: • Identify and analyze material factors that are involved in business problems • Determine and apply relevant frameworks from Accounting, Finance, Decision Sciences, Marketing, and Management to address business problems • Determine and apply appropriate problem-solving techniques to business problems • Integrate knowledge across business disciplines to formulate decisions.	Assessment Criteria/Standards Students taking the assessment will score at or above "meets expectations" or "acceptable." The assessment includes ten quantitative analytical questions. A formula sheet has been provided at the end of assessment, and students are allowed to use calculator. Students may receive points from 0 to 10. If students received points 6 or more, they were noted as meet expectations, and if students received points 5 or lower, they were noted as not meet expectations. Method A quantitative analytical exercise was administered to a sample of students in MAN 4720, which is an Undergraduate capstone required course in the College of Business Administration, in lieu of the major, core exit exam or other curricula assessments. Students were chosen randomly from all students registered in two sections of MAN 4720 and who were not graduating in IB, MAN, and HRM majors in this semester, to ensure a sample size of at least 10% of the graduating class. The sample was made up of Accounting majors as well as non-Accounting majors. The results are presented for the non-ACG majors here.
Global Thinking	**Direct Measures**
Students will be able to apply knowledge on political, legal, economic, and cultural country differences to develop competitive strategies in foreign, regional, and global markets.	Students taking the assessment will score at or above "acceptable" based on a rubric which numerically assesses whether they can identify 10 global factors, recognize the importance of these different factors in a global business environment and formulate recommendations in addressing the issues. The rubric categories include identification of factors, and the importance of factors to decision making. Students may receive 2 points (excellent), 1 point (acceptable), or 0 (did not meet expectations) in each category for each of the 10 factors. Faculty Review Panels comprising two Faculty members who teach in the College of Business assess all majors who take this assessment. Minimum Criteria for success A 40 point rubric will be used to assess the essays, cases, projects etc. All of these artifacts will be rated at 18 or higher where: 0 - 17 = "unacceptable" 18 – 31 = "acceptable" 32 - 40 = "outstanding" Method: A random sample of at least 10% of the graduating class of students write an essay, which assesses their knowledge, skills and attitudes in dealing with issues identified in a global scenario. The essay is administered online, to students in MAN 4720, the capstone course in the undergraduate business program, in lieu of the major or core exit exam. Some of the students who take MAN 4720 are identified as majoring in Accounting and the rest in the other 7 Majors. The results are presented here for all majors except Accounting. To ensure ease in reading, the samples were typed by students registered in the online sections and who were not graduating in the specific semester. The students were informed that the samples would undergo extensive tests to eliminate academic misconduct and several tools were utilized to ensure the integrity of this process.

Ethical Skills	Direct Measures
Students will be able to: • Recognize ethical dilemmas • Evaluate how stakeholders will be affected by various possible solutions to ethical dilemmas • Make ethical decisions • Provide a rationale for their decisions.	Students taking the assessment will score at or above “acceptable.” Faculty Review Panels comprising two Faculty members who teach in the College of Business assess all majors who take this assessment. Students were assessed on whether they were able to identify the ethical dilemma and stakeholders, analyze the possible alternatives and consequences and on the rationale provided for a recommended decision. Total points possible are 10, with acceptable scores being greater than 7. Method A scenario assessment embedded in all sections of the required BUL 4310 course (usually taken by non-ACG students) which assesses their knowledge, skills and attitudes in dealing with an ethical dilemma. A sample of students chosen by a randomly generated list is assessed by 2 Faculty Review Panels to ensure that at least 10% of the students registered in BUL 4310 are assessed outside of the class. Generally there is a high level of inter-rater reliability; however, where ever there is a lack of consensus among the two members of a Faculty Review Panel, it is re-assessed by the second Faculty Review Panel.
Informational Technology Skills	**Direct Measures**
Students will be able to use information technology as a tool to do essential business tasks. This includes: • Create documents, presentations, and spreadsheets • Use the web to find information and/or create web pages • Recall the meaning of concepts and terminology related to hardware, software, and networks	Students taking the assessment will score at or above "acceptable” based on a national benchmark. Method The Information Technology (IT) assessment consists of three exams, each testing an Office 2007 application (Excel 2007, PowerPoint 2007, and Word 2007). All three exams are administered in myitlab.com, a simulation environment that automatically grades student performance in completing tasks within the simulated application interface. Eligible students are asked to complete all three exams. The sample is chosen from two sections of MAN 4720, the capstone class in Business Administration taken by all majors. All students who have not yet completed all the requirements of the MAN, HR and IB majors are administered the IT assessment in these two sections. The sample size varies slightly among exams because some students are unable to complete all three exams in the assigned time frame. Each exam takes between 1 to 2 hours to complete. The myitlab simulation tool grades student performance on a percentage scale. These results are then summarized to indicate the percentage of students that scored 60% or higher across each of the three dimensions. This exam is developed and processed online by Prentice Hall at www.myitlab.com.
Core Knowledge & Skills	**Direct Measures**
Students will demonstrate functional skills and knowledge in the study of business as delineated in the Outcomes for the core subjects.	The average score of the sample for each course assessed in the core test should be 70%. Method An exit exam is administered to a random sample of students in MAN 4720, which is the capstone course in undergraduate business program. Students are evaluated using a standardized exit exam with 100 test items or approximately 10 pertaining to each core course in the Undergraduate major in Business and Accounting. Results are presented for the students identified in majors in the 7 majors (except Accounting). Students scoring 70% or higher in the exam have answered 70% of the test items answered correctly and are identified as having “met expectations”. The average scores are collected for each set of questions accredited to each core course as well as the overall core exit exam.

Critical Thinking	Direct Measures
Students will be able to apply critical thinking skills to complex business problems. This includes: • Analyzing complex business problems, particularly ill-structured ones (i.e., business problems with no “right answer”). • Identifying and evaluating relevant issues and information • Generating and evaluating possible solutions to the problems • Recommending solutions based on a well-reasoned rationale • Communicating their thought processes to others.	Students taking the assessment will score at or above "competent” based on a rubric which numerically assesses their critical thinking skills in terms of ability to analyze complex information, respond to unexpected demands and formulate well-reasoned recommendations. Faculty Review Panels comprising two Faculty members who teach in the College of Business assess all majors who take this assessment. The rubric categories include Identifying and summarizing the problem/question at issue, Identifying and assessing the quality of supporting data/evidence, Identifying and considering the influences of the context on the issue, Demonstrates higher level thinking by interpreting the author’s meaning or potential bias, and Identifying and evaluating conclusions, implications, and consequences. The students may receive points from 0 to 20. If students received points higher than 11, they were noted as “competent”. Minimum Criteria for success A 20 point rubric will be used to assess the essays, cases, projects etc. All of these artifacts will be rated at 18 or higher where: 1- 5 = "beginning" 6- 10 = “developing” 11-15 = "competent" 16-20 = "accomplished" Method: A random sample of at least 10% of the graduating class of students write an essay, which assesses their knowledge, skills and attitudes in dealing with issues identified in a global scenario. The essay is administered online, to students in MAN 4720, the capstone course in the undergraduate business program, in lieu of the major or core exit exam. Some of the students who take MAN 4720 are identified as majoring in Accounting and the rest in the other 7 Majors. The results are presented here for all majors except Accounting. To ensure ease in reading, the samples were typed by students registered in the online sections and who were not graduating in the specific semester. The students were informed that the samples would undergo extensive tests to eliminate academic misconduct and several tools were utilized to ensure the integrity of this process.

Oral Communication	Direct Measures
1. Students will individually and collaboratively formulate structure, support, deliver, receive, evaluate, and adapt oral messages: using pronunciation, grammar, nonverbal communication, and articulation appropriate to the designated audience.	Assessment Criteria/ Standards Students taking the assessment will score at or above "expectations" based on a rubric which numerically assesses their skills in organizing, defining appropriate content, connection to the audience, and whether the student has demonstrated proficient application of standard English business grammar, style, and mechanics. The rubric categories include introduction, thesis statement, connection to audience, subject knowledge, and organization. The score on the rubric ranges from 0-15. Faculty Review Panels comprising two Faculty members who teach in the College of Business assess all majors who take this assessment. Minimum Criteria for success A 15 point rubric will be used to assess the oral presentations of group projects. Expectations are that all of these artifacts will be rated at “competent” or better in each of the 5 categories. The overall score is presented where: 0- 4 = "beginning" 5- 9 = “developing” 10-13 = "competent" 14-15 = "accomplished" Method: Students individually perform oral presentations in several senior level courses. A random sample of at least 10% of the work of the graduating class of students was chosen from hundreds of student recordings on DVD’s recorded in the Oral Lab, student submitted “You tube” videos, College recorded class presentations and presentations to the University and external Community. These presentations represented class deliverables in capstone courses from different majors. Students presented their projects in the oral lab for formative assessments as well as in class.
Written Communication	**Direct Measures**
2.Students will individually and collaboratively formulate, structure, support, deliver, receive, evaluate, and adapt written messages, including: writing effective business correspondence using various types of media and technology.	Students taking the assessment will score “competent” or better based on a rubric which numerically assesses their business writing skills in terms of format, organization, language, spelling, grammar and punctuation. The rubric categories include meaning & developing, organization, language, and conventions. Students may receive 3 points (accomplished), 2 points (competent), 1 point (developing) or 0 (beginning) in each category, with a maximum of 12 points. If students receive points higher than 8 they were noted as “met expectations”. Faculty Review Panels comprising two Faculty members who teach in the College of Business assess all majors who take this assessment. Minimum Criteria for success A 12 point rubric will be used to assess the oral presentations of group projects. Expectations are that all individual students assessed will be rated at “competent” or better in each of the 4 categories. The overall score is presented where: 0- 3 = "beginning" 4- 7 = “developing” 8-10 = "competent" 11-12 = "accomplished" Method: A random sample of at least 10% of the graduating class of students write an essay, which assesses their written communication skills and attitudes in dealing with issues identified in a global scenario. The essay is administered online, to students in MAN 4720, a capstone course in undergraduate business program, in lieu of the major or core exit exam. Some of the students who take MAN 4720 are identified as majoring in Accounting and the rest in the other 7 Majors. The results are presented here for all majors except Accounting. To ensure ease in reading, the samples were typed by students registered in the online sections and who were not graduating in the specific semester. The students were informed that the samples would undergo extensive tests to eliminate academic misconduct and several tools were utilized to ensure the integrity of this process.