

## LSUA Annual Assessment Form

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Bachelor of Science in Business Administration

2015 - 2016

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Reporting Unit

Academic Year

### Section I

#### LSUA Goal:

II a. All academic curricula and programs will demonstrate currency and rigor.

#### Statement of Purpose

The Bachelor of Science in Business Administration offers students the opportunity to pursue a major in business. Students who do so may choose a career as a manager or owner of a small business working in a variety of duties. Degree concentrations permit students to prepare for career opportunities in large businesses, working in marketing, accounting, management, or management information systems. Career opportunities are also available in government, not-for-profit, and education.

#### Unit Desired Outcome:

1. Each student can recognize and analyze ethical problems and choose and defend resolutions for practical situations in accounting, management and marketing. (General and Managerial)

#### Assessment Methods and Criteria

1. Each course has been assigned one or more Program Level Goal which are listed on that course Master Course Outline and, by extension, on each course syllabus. 2. Each instructor of each core course will create and/or select EMBEDDED ASSESSMENTS which demonstrate the student learning of the Program Level Goal. 3. Each instructor will maintain a file of these embedded assessments during the semester. At the end of the semester these files will be turned in to the Assurance of Learning committee. 4. The AOL committee will determine the number of students who show proficiency on each assessment. 5. The Departmental AOL committee will meet with the full faculty at the beginning of the Fall Semester and report on the results of assessment. The full faculty will implement changes to produce continuous, incremental improvement of learning until 80% of the students score 70% or higher for each Learning Goal.

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### Section II

#### Results of Assessment

1. Criteria met. 92% of students tested were able to recognize and analyze ethical problems and choose and defend resolutions for practical situations in accounting, economics, management and marketing. (General and Managerial)

### **Section III**

#### **Use of Results**

1. Assessment of Learning Committee will review results and make recommendations to faculty regarding possible means of improvement of outcome results.
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### Section I

#### LSUA Goal:

I a. Students' rates of progression toward degree and graduation will equal or exceed those of peer universities and the expectations of the Louisiana Board of Regents.

#### Statement of Purpose

The Bachelor of Science in Business Administration offers students the opportunity to pursue a major in business. Students who do so may choose a career as a manager or owner of a small business working in a variety of duties. Degree concentrations permit students to prepare for career opportunities in large businesses, working in marketing, accounting, management, or management information systems. Career opportunities are also available in government, not-for-profit, and education.

#### Unit Desired Outcome:

2. Each student can conceptualize a complex issue into a coherent written statement and oral presentation.

#### Assessment Methods and Criteria

1. Each course has been assigned one or more Program Level Goal which are listed on that course Master Course Outline and, by extension, on each course syllabus. 2. Each instructor of each core course will create and/or select EMBEDDED ASSESSMENTS which demonstrate the student learning of the Program Level Goal. 3. Each instructor will maintain a file of these embedded assessments during the semester. At the end of the semester these files will be turned in to the Assurance of Learning committee. 4. The AOL committee will determine the number of students who show proficiency on each assessment. 5. The Departmental AOL committee will meet with the full faculty at the beginning of the Fall Semester and report on the results of assessment. The full faculty will implement changes to produce continuous, incremental improvement of learning until 80% of the students score 70% or higher for each Learning Goal.

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### Section II

#### Results of Assessment

1. Criteria met. 94% of students were able to conceptualize a complex issue into a coherent written statement and oral presentation.

### **Section III**

#### **Use of Results**

1. Assessment of Learning Committee will review results and make recommendations to faculty regarding possible means of improvement of outcome results.
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### Section I

#### LSUA Goal:

II a. All academic curricula and programs will demonstrate currency and rigor.

#### Statement of Purpose

The Bachelor of Science in Business Administration offers students the opportunity to pursue a major in business. Students who do so may choose a career as a manager or owner of a small business working in a variety of duties. Degree concentrations permit students to prepare for career opportunities in large businesses, working in marketing, accounting, management, or management information systems. Career opportunities are also available in government, not-for-profit, and education.

#### Unit Desired Outcome:

3. Each student will be able to evaluate the financial position of organizations through examination of balance sheets, cash flow statements, and corporate budgets.

#### Assessment Methods and Criteria

1. Each course has been assigned one or more Program Level Goal which are listed on that course Master Course Outline and, by extension, on each course syllabus. 2. Each instructor of each core course will create and/or select EMBEDDED ASSESSMENTS which demonstrate the student learning of the Program Level Goal. 3. Each instructor will maintain a file of these embedded assessments during the semester. At the end of the semester these files will be turned in to the Assurance of Learning committee. 4. The AOL committee will determine the number of students who show proficiency on each assessment. 5. The Departmental AOL committee will meet with the full faculty at the beginning of the Fall Semester and report on the results of assessment. The full faculty will implement changes to produce continuous, incremental improvement of learning until 80% of the students score 70% or higher for each Learning Goal.

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### Section II

#### Results of Assessment

1. Criteria not met. Only 77% of students were able to respond correctly to the assessment regarding the evaluation of the financial position of organizations through examination of balance sheets, cash flow statements, and corporate budgets.

### **Section III**

#### **Use of Results**

1. Assessment of Learning Committee will review results and make recommendations for improving this outcome. Faculty will intentionally implement changes in the curriculum to produce continuous, incremental improvement until 80% of the students score 70% or higher for each learning goal.
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