Summary
School of Business Administration Undergraduate Learning Assessment

Learning outcomes assessments are being conducted for Bachelor’s of Business Administration (BBA) degree, Bachelor of Accountancy (BACC), and Bachelor’s of Arts in Economics (BoA Economics) in addition to individual majors: Business Administration, Business Economics, Finance, International Business, Marketing, and Real Estate. Assessments are conducted annually and reported to SBA faculty as evidence of educational effectiveness.

Overall, students are performing at appropriate developmental levels. All degree programs and majors continue to monitor student learning as part of curricular decision-making. For example, the outcomes assessment for critical analysis was the impetus for SBA’s revision of DSCI 300, Management Science, to more effectively develop critical thinking skills. The revisions are effective fall 2014. As a result of outcomes assessment for technology, ITMG 100, Information Systems, incorporated the Microsoft Excel certification to ensure students are more knowledgeable in Microsoft Excel.

In spring 2014, the SBA Assurance of Learning Committee voted to revise the learning outcomes assessment process. Learning outcomes are assessed every 2.5 years. In addition, faculty committees have been created for specific learning goals. Each faculty committee reviews the measuring instrument, the method, performance standards and data for its respective student learning outcome, and then reports its findings to other faculty and the SBA Assurance of Learning Committee.

All SBA degree programs were part of an AACSB reaccreditation review in 2013 and received full reaccreditation in early 2014.