

Bachelor of Business Administration Degree



Results Summary

Unit name: Bachelor of Business Degree

College/School: School of Business

Assessment Overview

We assess six learning goals on a 2.5 year cycle. We use our capstone class and other upper-division business courses to evaluate students in the following areas: knowledge of business and their impact on global business and society; writing and oral communication; leadership and interpersonal skills; critically analyze information; technology skills prevalent within the business community; and ethical attitudes and values.

Results & Actions

Taken In Spring 2015, we students' written skills in upper-division business writing courses using a five point rubric. A sample size was compiled in order to utilize an external reviewer to assess five categories: coherence; organization; clarity/conciseness; grammar; and presentation/format. At least 97% of the students met or exceeded each category. The categories scored the lowest were clarity/conciseness and grammar. The presentation/format category scored the highest. In fall 2014, a faculty committee was created to focus on the writing assessment. The faculty committee revised the five point rubric and supported the continuation of the School of Business Writing Center. A revised USD core curriculum was approved in Spring 2015, and is scheduled to be effective for the students entering in Fall 2017. In the revised USD core curriculum a freshmen writing course will be required, which is designed to strengthen writing skills. An advanced writing course will build upon the freshman course. Advanced writing courses in the School of Business already have been identified.