

Results Summary

Unit name: Business Economics BBA

College/School: School of Business

Assessment Overview

The Economics and Business Economics programs assess learning outcomes for Economic Theory, Written Communication, Oral Communication, Technology, Critical Analysis, and Ethical Behavior on a 2.5 year cycle, primarily in our Senior Seminar and Econometrics required courses.

Results & Actions

In 2014-2015 assessments were completed for written communication, oral communication, and technology. In 2013-2014, economic theory, critical analysis, written and oral communication, and ethical behavior were assessed. In economic theory, students performed better in Micro than in Macro. In communication skills, presentation and conciseness scored lowest among coherence, organization, conciseness, grammar, and presentation. Our benchmark/criterion that 90% of students indicate a 'very effective' or 'effective' rating in critical analysis was achieved.

We have not yet met our standard in Ethical Behavior; our goal was 95% but only 72% of the students met or exceeded the criteria for distinguishing ethical and unethical use of data, 96% met the criteria for identifying ethical issues involving potential misuse of data. To improve economic theory outcomes we expect to add a new tenure-track faculty member in Macro in our next recruiting cycle, and plan to add at least one additional macro elective. To improve presentation skills, Econ 409 (senior Seminar) has been modified and approved to satisfy both the oral communication and advanced writing requirements in the new core. Students in Econ 490 now present their final projects to a team of faculty, not just the course professor, and also present at the university-wide "Creative Collaborations" research showcase.