

GCU Academic Program Assessment Plan (Updated Fall 2016)

Program: Undergraduate Business Programs (B.S. in Accounting, Business Administration, Finance, Management, & Marketing; B.A. in Latino Business Studies)

Assessment Liaison: Neal Steed

Program Goals: Upon successful completion of the program of studies for the business majors, the student will earn a Bachelor of Science or Bachelor of Arts degree and will have given evidence of the following program outcomes:

| Business Program Goals | GCU ISLG | ACBSP |
|---|-----------------|--------------|
| LO1: Effective oral and written business communication skills | 1 | 4 |
| LO2: Overall understanding of business concepts including accounting, economics, finance, management, & marketing. | 3A | 4 |
| LO3: Proficient participation in collaborative activities & teamwork. | 9 | 4 |
| LO4: Ability to articulate ethical business behavior. | 4 | 4 |
| LO5: Career goals through internship and reflection. | 6 | 4 |
| LO6: Competence in using data and technology as a business tool. | 2 | 4 |

Course names are available in the GCU undergraduate catalog available at:

<http://georgian.edu/wp-content/uploads/gcu-ugrad-catalog-1617.pdf>

| | | | |
|---|---|---|--|
| Program: Business (undergraduate) | LO1: Effective oral and written business communication skills | LO2: Overall understanding of business concepts | LO3: Proficient participation in collaborative activities & teamwork. |
| <i>Related ISLG</i> | 1 | 3A | 9 |
| Program Course and Experiential Learning Mapping to Program Outcomes | | | |
| How do students learn this? In what course(s) and/or co-curricular experience(s)? | BU491, BU211, BU335 | All business courses: Core, Majors, and Concentrations/Minors | BU241, BU491 |
| How and in what <u>course(s)</u> do they demonstrate that they have <u>achieved</u> this outcome. | | | |
| Formative Assessment will occur in ... | BU211 | Core Business Courses: BU213, AC171, EC181, EC182, BU221, BU241, BU211, AC172, BU335 | BU241 |
| Summative Assessment will occur in... | BU491, BU 451 | BU491, BU 451, ETS Major Field Test (MFT) | BU451, BU491 |
| Assessment Protocol: Assessment of all students in the program before they graduate. | | | |
| <i>Formative Assessment</i> | | | |
| Direct Evidence | BU211: Written exam focused on articulating in written format elements of contract law. | All core business courses – through Exam analysis. | BU241: Group Research PPT and Presentation, evaluated by rubric. |
| Indirect Evidence | SIR II reports – Associated Custom LO Question(s) | SIR II reports - Associated Custom LO Question(s) | SIR II reports - Associated Custom LO Question(s) |
| <i>Summative Assessment</i> | | | |

| | | | |
|--|---|---|---|
| Program: Business (undergraduate) | LO1: Effective oral and written business communication skills | LO2: Overall understanding of business concepts | LO3: Proficient participation in collaborative activities & teamwork. |
| Direct Evidence | BU 451: Intern Evaluation Scores in Oral communication and Written communication BU 491: Capstone Project Presentation Assessment BU 491: Capstone Project Report Assessment, evaluated by rubric with competencies aligned with the outcome. | BU 451: Intern Evaluation Score in Knowledge of Field BU 491: MFT in Business BU 491: Capstone Project Report Assessment, evaluated by rubric with competencies aligned with the outcome. | BU 451: Intern Evaluation Teamwork BU 491: Score Teamwork Component of Group Contracts |
| Indirect Evidence | | | |
| What do you consider satisfactory achievement of this outcome? WHY? | | | |
| <i>Formative Assessment</i> | | | |
| Direct Evidence | BU211: All rubric criteria related to the outcome will be achieved at or above the satisfactory level (level 2 of 4) by at least 80% of students. Any criteria not meeting this level of achievement will be further analyzed. | <i>Final Exams (Overall exams) in Business Core Courses:</i> All/ Selected questions correctly answered by at least 70% of students. Any questions with achievement below 70% will be further analyzed. | BU 241: All rubric criteria related to the outcome will be achieved at or above the satisfactory level (level 2 of 4) by at least 80% of students. Any criteria not meeting this level of achievement will be further analyzed. |
| Indirect Evidence | | | |
| <i>Summative Assessment</i> | | | |

| Program: Business (undergraduate) | LO1: Effective oral and written business communication skills | LO2: Overall understanding of business concepts | LO3: Proficient participation in collaborative activities & teamwork. |
|--|--|---|--|
| Direct Evidence | <p>BU 451: Internship evaluation: 80% of students receive a score of 4 or greater in the area of “ability to communicate orally and in a written format”.</p> <p>BU 491: 80% of the students present their projects in a manner that shows preparation and practice (scores of 90+) using the Group Strategic Planning Presentation Rubric.</p> <p>80% of BU491 capstone project blind evaluations exceed 2.0 for aspects related to organization and content.</p> | <p>BU 451: Internship evaluation: 80% of students receive a score of 4 or greater in the area of “knowledge of field”.</p> <p>BU 491: MFT Average correct mean in each section exceeds 40%</p> <p>MFT: 70% of students score at or above the 40th percentile as reported by ETS.</p> <p>BU491 capstone project blind evaluations exceed 2.0 in the areas related to understanding of the business environment.</p> | <p>BU 451: Internship evaluation: 80% of students receive a score of 4 or greater in the area of “work on a team”.</p> <p>BU 491: 80% of students could identify what helps their team function and what held them back. As a team member, they could plan and execute an effective teamwork strategy measured through peer evaluation rubric.</p> |
| Indirect Evidence | | | |
| Program Assessment Time Frame | | | |
| Time Frame for Assessing the outcome. | Year 2 of 3 | Year 3 of 3 | Year 3 of 3 |

| | | | |
|---|---|--|--|
| Program: Business (Undergraduate) | LO 4 Ability to articulate ethical business behavior | LO 5 Career goals through internship and reflection | LO 6 Competence in using data and technology as a business tool |
| <i>Related ISLG</i> | 4 | 6 | 2 |
| Program Course and Experiential Learning Mapping to Program Outcomes | | | |
| How do students learn this? In what course(s) and/or co-curricular experience(s)? | AC171, AC172, BU241, BU317, BU335, BU319, BU417, BU491 | BU450, BU 451 | IS224, AC371, BU242, BU241 |
| How and in what <u>course(s)</u> do they demonstrate that they have <u>achieved</u> this outcome. | | | |
| Formative Assessment will occur in ... | AC172 | | IS224: Computing and Information Systems in Business BU242: Managerial Communications Group Research PPT and Presentation on multinational business BU241: PPT, Market research using technology |
| Summative Assessment will occur in... | | BU 450/BU451 | BU491 |
| Assessment Protocol | | | |
| How and when do you assess the achievement of <i>all students</i> in your program before they graduate and record the results of your assessment? | | | |
| Formative Assessment | | | |

| | | | |
|--|---|--|--|
| Program: Business (Undergraduate) | LO 4 Ability to articulate ethical business behavior | LO 5 Career goals through internship and reflection | LO 6 Competence in using data and technology as a business tool |
| Direct Evidence | AC172: Research Project on ethical topics | | IS224: BU242: Group Research PPT and Presentation on multinational business BU241: PPT, Market research using technology, evaluated by rubric. |
| Indirect Evidence | | | |
| Summative Assessment | | | |
| Direct Evidence | BU 451: Internship Evaluation: “Exercise Sound Judgement” | BU 450/451: Internship Reflection Paper | BU 491: Capstone Report Assessment BU 491: MFT – Quantitative Business Analysis and Information Technology sections |
| Indirect Evidence | | Internship Contract | |
| What do you consider satisfactory achievement of this outcome? WHY? | | | |
| <i>Formative Assessment</i> | | | |
| Direct Evidence | AC172 Ethical Analysis: All rubric criteria related to the outcome will be achieved at or above the satisfactory level (level 3 of 5) by at | | BU241: PPT, Market research using technology. All rubric criterial related to the outcome will be achieved at or above the satisfactory level |

| | | | |
|--|---|---|---|
| Program: Business (Undergraduate) | LO 4 Ability to articulate ethical business behavior | LO 5 Career goals through internship and reflection | LO 6 Competence in using data and technology as a business tool |
| | least 80% of students. Any criteria not meeting this level of achievement will be further analyzed. | | (level 2 of 4) by at least 80% of students. Any criteria not meeting this level of achievement will be further analyzed. |
| Indirect Evidence | | | |
| <i>Summative Assessment</i> | | | |
| Direct Evidence | BU 451: 80% of students receive a score of 4 or greater in the area of “Exercise Sound Judgement”. | BU 450/451: Internship Reflection % of students who clearly describe how the internship impacted their understanding and decision about their personal careers > 90% | BU 451: Internship evaluation: 80% of students receive a score of 4 or greater in the area of “Understands/Adapts to Technology needs”. BU491 capstone project blind evaluations exceed 2.0 in the areas related to use of technology for data analysis MFT average scores in the two sections should exceed 40%. |

| | | | |
|--|---|--|---|
| Program: Business (Undergraduate) | LO 4 Ability to articulate ethical business behavior | LO 5 Career goals through internship and reflection | LO 6 Competence in using data and technology as a business tool |
| Indirect Evidence | SIR II - Supplemental Question 49. Questioned answered by at least 80% of students with a rating of at least 3 out of 5. | % of Students who obtained an internship in their concentration area > 90% SIR II - Supplemental Question 48 Questioned answered by at least 80% of students with a rating of at least 3 out of 5. | SIR II - Supplemental Question 47 and 50 Questioned answered by at least 80% of students with a rating of at least 3 out of 5. |
| Program Assessment Time Frame | | | |
| Time Frame for Assessing the outcome. | Year 1 of 3 | Year 1 of 3 | Year 2 of 3 |

GC U Program Assessment Report Form

| |
|---|
| <i>GCU Program Assessment Annual Report</i> |
| <i>Program:</i> <i>Division:</i> <i>Date:</i> <i>Program Assessment Liaison:</i> |
| Based on the above plan and the designated outcome(s) assessed for the academic year, the major program submits a Program Assessment Report annually that contains the program assessment plan, assessment data and analysis, and action steps to be taken by the program based on these results. See below for the outline of this report. |
| Learning Outcome(s) Assessed: |
| Assessment Protocol Description |
| Assessment Data and Findings |
| Analysis of Data: |
| Are these results satisfactory? Why or Why not? |
| Action Plan based on Assessment Results: |
| Time Frame for Action Plan: |

Assessment Data: Please include the data that you used to complete the above report. Attach rubrics, tallies, and method of validation.