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## Outcomes Assessment Plan

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Institution Baker College

Academic Business Unit College of Business

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**OUTCOMES ASSESSMENT PLAN**  
**Baker College**  
**College of Business**

**Section I: Mission and Broad-Based Goals**

Mission Statement

**Mission of the College of Business**

The Mission of the College of Business is to enable graduates to meet the challenges of the dynamic and complex business environment. Our quality-focused, market-driven, and rigorous program curricula will establish and enhance core business knowledge and the ability to anticipate and react to societal changes, as well as provide students with technological proficiency, the ability to make ethical decisions, and the communication skills that embody the professional acumen graduates need to make positive contributions to their chosen fields.

Broad-Based Goals

**Broad-Based Student Learning Goals:**

1. Students will acquire the relevant disciplinary knowledge and competencies appropriate to their programs of study.
2. Students will demonstrate behaviors and attitudes that promote success in the workplace.
3. Students will demonstrate effective communication (both written and oral), including the use of technology, in various environment and situations.
4. Students will acquire critical thinking skills including analysis and synthesis both within the career field and for the purpose of life-long learning.
5. Students will acquire relevant knowledge, which includes an understanding of cultural, social, political, and global issues.
6. Students will acquire the knowledge and demonstrate the ability to follow and support the ethical standards of their profession.

**Broad-Based Operational Goals:**

1. The College of Business will offer significant project based and active learning opportunities for students.
2. The College of Business will offer highly effective programs and delivery systems degree that prepare students to be career ready.
3. The College of Business will provide students opportunity to advance critical thinking skills and the use of technology.
4. The College of Business will attract and retain career oriented faculty who are experts in their field.

## Section II: Student Learning Assessment

### ASSOCIATE-LEVEL PROGRAMS

Student Learning Assessment for the Associate of Business in Business Administration (AB-BA)	
Program Intended Student Learning Outcomes (Program ISLOs)	
<p>1. Students will be able to describe the introductory concepts, basic theories, and fundamental practices in the principal functional areas of business.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 1, 2, 3,</p> <p>Key Learning Outcomes for Associate-Level Business Programs to which this Outcome is Linked: 1</p>	
<p>2. Students will be able to use current technology in support of business administration.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p> <p>Key Learning Outcomes for Associate-Level Business Programs to which this Outcome is Linked: 2</p>	
<p>3. Students will be able to produce and to present effectively in written and oral communication formats.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p> <p>Key Learning Outcomes for Associate-Level Business Programs to which this Outcome is Linked: 3</p>	
<p>4. Students will apply relevant business knowledge to their field of study.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 1, 2, 4, 5, 6</p> <p>Key Learning Outcomes for Associate-Level Business Programs to which this Outcome is Linked: 3</p>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. Company Change Proposal Presentation (MGT2210)</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4</p>	<p>At least 75% of all AB-BA students will score 70% or higher on each rubric criterion associated with the program ISLOs assessed by this measure.</p>

Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. AB-BA Exit Interview  Program ISLOs Assessed by this Measure: 1, 2, 3, 4	On the exit survey instrument, at least 75% of all graduating AB-BA students will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.

## Student Learning Assessment for Associate of Business-Accounting

### Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to implement accounting concepts, principles, standards, and processes.

Broad-Based Student Learning Goals Associated with this Outcome: 1, 2, 4

Key Learning Outcomes for Associate-Level Business Programs to which this Outcome is Linked: 1

2. Students will be able to integrate technology into work processes.

Broad-Based Student Learning Goals Associated with this Outcome: 3

Key Learning Outcomes for Associate-Level Business Programs to which this Outcome is Linked: 2

3. Students will be able to use relevant information and individual judgment to determine whether events or processes comply with laws, regulations, or standards.

Broad-Based Student Learning Goals Associated with this Outcome: 5, 6

Key Learning Outcomes for Associate-Level Business Programs to which this Outcome is Linked: 3

#### Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:

#### Performance Objectives (Targets/Criteria) for Direct Measures:

1. NOCTI Test: 4900 v. 1 (Accounting Advanced)

Program ISLOs Assessed by this Measure: 1, 2, 3

At least 75% of all graduating AB-ACC students will score 70% or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure.

#### Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:

#### Performance Objectives (Targets/Criteria) for Indirect Measures:

1. AB-ACC Exit Survey

Program ISLOs Assessed by this Measure: 1, 2, 3

On the exit survey instrument, at least 75% of all graduating AB-ACC students will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.

**BACHELOR’S-LEVEL PROGRAMS**

<b>Student Learning Assessment for Bachelor of Business in Business Administration in Accounting (BBA-ACC)</b>	
<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. Students will be able to implement accounting concepts, principles, standards, and processes.	<p>Broad-Based Student Learning Goals Associated with this Outcome: 1, 5, 6</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 2</p>
2. Students will be able to integrate technology into work processes.	<p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 3, 4</p>
3. Students will be able to use relevant information and individual judgment to determine whether events or processes comply with laws, regulations, or standards.	<p>Broad-Based Student Learning Goals Associated with this Outcome: 1, 4, 5</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 4, 5</p>
4. Students will be able to examine the ethical obligations and responsibilities of members of the accounting profession.	<p>Broad-Based Student Learning Goals Associated with this Outcome: 1, 2, 4, 5, 6</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 2</p>
5. Students will be able to demonstrate the audit process from engagement planning through issuance of the report.	<p>Broad-Based Student Learning Goals Associated with this Outcome: 1, 6</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 6</p>
6. Students will be able to compose reports that communicate the work done and resultant findings clearly and objectively.	



Broad-Based Student Learning Goals Associated with this Outcome: 3, 4

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2, 6

<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Peregrine CPC Exam  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	At least 70% of all graduating BBA-ACC students will score above the 50 <sup>th</sup> percentile or higher overall and on each subset of examination questions related to each of the BBA-ACC program ISLOs assessed by this measure.
2. WRK4950 Employer Internship Evaluation  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	On the employer evaluation instrument, employers will indicate that at least 75% of all graduating BBA-ACC “met” or “exceeded” expectations in achieving each of the program ISLOs assessed by this measure.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. BBA-ACC Exit Survey  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	On the exit survey instrument, at least 75% of all graduating BBA-ACC students will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.

## Student Learning Assessment for Bachelor of Business in Business Administration – Accelerated Program (BBA-AP)

### Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to distinguish between management and leadership and apply the principles and best practices of each as appropriate.

Broad-Based Student Learning Goals Associated with this Outcome: 1, 4, 5, 6

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2

2. Students will be able to demonstrate practical knowledge of the functional areas of business including: accounting, marketing, finance, and human resources and the interrelationship among them.

Broad-Based Student Learning Goals Associated with this Outcome: 1, 4

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2

3. Students will be able to analyze and evaluate the environment in which businesses operate, and the role each component of that environment plays in strategy development, decision-making, and day-to-day operations.

Broad-Based Student Learning Goals Associated with this Outcome: 2, 4

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 4, 5

4. Students will be able to analyze, interpret, and manage financial and operational data and information.

Broad-Based Student Learning Goals Associated with this Outcome: 1, 4

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 2, 3, 6

5. Students will be able to identify, evaluate, and discuss practical resolutions to ethical dilemmas and issues of corporate social responsibility.

Broad-Based Student Learning Goals Associated with this Outcome: 5, 6

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 2, 4

6. Students will be able to formulate and implement strategic objectives that enhance organizational effectiveness and operational performance.

Broad-Based Student Learning Goals Associated with this Outcome: 3, 4

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 2, 3	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Peregrine CPC Exam  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	At least 70% of all graduating BBA-AP students will score above the 50 <sup>th</sup> percentile or higher overall and on each subset of examination questions related to each of the BBA-AP program ISLOs assessed by this measure.
2. Strategic Management Case Study Analysis  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	On the rating scale in the case-study evaluation rubric (with “excellent” being the highest rating), at least 70% of all graduating BBA students will achieve a performance rating of “good” or higher on each evaluation criterion associated with the program ISLOs assessed by this measure.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. BBA-AP Exit Survey  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	On the exit survey instrument, at least 75% of all graduating BBA-AP students will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.

## Student Learning Assessment for Bachelor of Business in Business Administration in Finance (BBA-FIN)

### Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to assess, analyze, and formulate strategies needed in financial decision making situations in corporate finance.

Broad-Based Student Learning Goals Associated with this Outcome: 1, 3, 4, 6

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 3, 4

2. Students will be able to evaluate an individual customer's situation and formulate both a short- and long-term strategy to help that customer meet financial objectives.

Broad-Based Student Learning Goals Associated with this Outcome: 2, 4

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 2, 6

3. Students will be able to assess, analyze, and synthesize banking, financial markets, and risk exposures in the financial services environment.

Broad-Based Student Learning Goals Associated with this Outcome: 4, 5

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 2, 5, 6

#### Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:

#### Performance Objectives (Targets/Criteria) for Direct Measures:

1. Peregrine CPC Exam

Program ISLOs Assessed by this Measure: 1, 2, 3,

At least 70% of all graduating BBA-FIN students will score above the 50<sup>th</sup> percentile or higher overall and on each subset of examination questions related to each of the BBA-FIN program ISLOs assessed by this measure.

2. WRKBS4010 Employer Internship Evaluation

Program ISLOs Assessed by this Measure: 1, 2, 3,

On the employer evaluation instrument, employers will indicate that at least 75% of all graduating BBA-FIN “met” or “exceeded” expectations in achieving each of the program ISLOs assessed by this measure.

#### Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:

#### Performance Objectives (Targets/Criteria) for Indirect Measures:

<p>1. BBA-FIN Exit Survey</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3</p>	<p>On the exit survey instrument, at least 75% of all graduating BBA-FIN students will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.</p>
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<b>Student Learning Assessment for Bachelor of Business in Business Administration in Human Resource Management (BBA-HRM)</b>	
<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>	
<p>1. Students will be able to analyze, plan, and support activities and programs for sourcing, recruiting, hiring, onboarding, orientation, and retention.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 1</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 2</p>	
<p>2. Students will be able to compare, develop, and recommend strategies to address appropriate expectations for performance and behavior from employees including performance standards and measures.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 2, 4</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 2, 4</p>	
<p>3. Students will be able to identify and create learning opportunities that increase employee capability and organizational knowledge.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 4</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 2</p>	
<p>4. Students will be able to describe and recommend compensation systems and programs (e.g., base pay, benefits, incentive pay, leave, perquisites, retirement) that support recruitment and retention efforts.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 1, 5</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 2, 6</p>	

<p>5. Students will be able to evaluate and consider workplace issues related to workforce management, employee relations, technology and data, the global context, diversity and inclusion, risk management, corporate social responsibility, and employment law and regulations.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 5, 6</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 3, 4, 5</p>	
<p>6. Students will be able to interpret and apply organizational strategy, mission, vision, and values in developing an HR strategy and tactical plan that addresses stakeholder needs, considers the impact of decisions on the overall workforce, and enhances organizational effectiveness and performance.</p> <p>Broad-Based Student Learning Goals Associated with this Outcome: 3</p> <p>Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2, 6</p>	
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b></p>	
<p>1. Peregrine CPC Exam</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6</p>	<p><b>Performance Objectives (Targets/Criteria) for Direct Measures:</b></p> <p>At least 70% of all graduating BBA-HRM students will score above the 50<sup>th</sup> percentile or higher overall and on each subset of examination questions related to each of the BBA-HRM program ISLOs assessed by this measure.</p>
<p>2. HRM Research Paper</p> <p>Program ISLOs Assessed by this Measure: 5, 6</p>	<p>On the rating scale in the case-study evaluation rubric (with “excellent” being the highest rating), at least 70% of all graduating BBA students will achieve a performance rating of “good” or higher on each evaluation criterion associated with the program ISLOs assessed by this measure.</p>
<p>3. WRKBS4010 Employer Internship Evaluation</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6</p>	<p>On the employer evaluation instrument, employers will indicate that at least 75% of all graduating BBA-HRM “met” or “exceeded” expectations in achieving each of the program ISLOs assessed by this measure.</p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	
<p>1. BBA-HRM Exit Survey</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6</p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p> <p>On the exit survey instrument, at least 75% of all graduating BBA-HRM students will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.</p>

## Student Learning Assessment for Bachelor of Business in Business Administration in Management (BBA-MGT)

### Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to analyze, plan, and manage resources, projects, and programs for the functional areas of business in order to attain organizational goals.

Broad-Based Student Learning Goals Associated with this Outcome: 1

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 2

2. Students will be able to examine ways in which business and management are responding to issues related to demographics and society, politics, economics, law and regulations, technology and data, risk management, corporate social responsibility, and the global context.

Broad-Based Student Learning Goals Associated with this Outcome: 5, 6

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 2, 3, 4, 5

3. Students will be able to examine the role of management and its importance to organizational success.

Broad-Based Student Learning Goals Associated with this Outcome: 2, 4

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 2

4. Students will be able to apply effective communication, management ethics, professional behavior, and interpersonal skills to management situations.

Broad-Based Student Learning Goals Associated with this Outcome: 2, 3, 4

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 2

5. Students will be able to evaluate various scenarios to determine the details of the case, the data available, the data yet to be obtained, and the outcomes required for effective decision making.

Broad-Based Student Learning Goals Associated with this Outcome: 4

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 2

6. Students will be able to research, create and present a strategic plan in response to the industry that addresses stakeholder needs and enhances organizational effectiveness and performance including implementation, specific measures, and methods of monitoring.

Broad-Based Student Learning Goals Associated with this Outcome: 3

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 2, 3, 6

<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Peregrine CPC Exam  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	At least 70% of all graduating BBA-MGT students will score above the 50 <sup>th</sup> percentile or higher overall and on each subset of examination questions related to each of the BBA-MGT program ISLOs assessed by this measure.
2. Strategic Management Case Analysis  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	On the rating scale in the case-study evaluation rubric (with “excellent” being the highest rating), at least 70% of all graduating BBA students will achieve a performance rating of “good” or higher on each evaluation criterion associated with the program ISLOs assessed by this measure.
3. WRKBS4010 Employer Internship Evaluation  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	On the employer evaluation instrument, employers will indicate that at least 75% of all graduating BBA-MGT “met” or “exceeded” expectations in achieving each of the program ISLOs assessed by this measure.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. BBA-MGT Exit Survey  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	On the exit survey instrument, at least 75% of all graduating BBA-MGT students will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.



## Student Learning Assessment for Bachelor of Business in Business Administration in Marketing (BBA-MKT)

### Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to apply effective communication and interpersonal skills to marketing situations.

Broad-Based Student Learning Goals Associated with this Outcome: 3

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2, 6

2. Students will be able to produce, revise, and present a marketing plan in response to the market.

Broad-Based Student Learning Goals Associated with this Outcome: 1, 3, 5, 6

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 2, 6

3. Students will be able to design an integrated marketing campaign.

Broad-Based Student Learning Goals Associated with this Outcome: 1, 2, 3, 4, 5, 6

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 3, 5

4. Students will be able to translate an understanding of marketing ethics into professional behavior.

Broad-Based Student Learning Goals Associated with this Outcome: 6

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 1, 2, 4

5. Students will be able to examine the role of marketing and its importance to organizational success.

Broad-Based Student Learning Goals Associated with this Outcome: 1

Key Learning Outcomes for Bachelor's-Level Business Programs to which this Outcome is Linked: 2

#### Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:

#### Performance Objectives (Targets/Criteria) for Direct Measures:

1. Peregrine CPC Exam

Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5

At least 70% of all graduating BBA-MKT students will score above the 50<sup>th</sup> percentile or higher overall and on each subset of examination questions related to each of the BBA-MKT program ISLOs assessed by this measure.

2. Integrated Strategic Marketing Plan  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5	On the rating scale in the case-study evaluation rubric (with “excellent” being the highest rating), at least 70% of all graduating BBA students will achieve a performance rating of “good” or higher on each evaluation criterion associated with the program ISLOs assessed by this measure.
3. WRKBS4010 Employer Internship Evaluation  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	On the employer evaluation instrument, employers will indicate that at least 75% of all graduating BBA-MKT “met” or “exceeded” expectations in achieving each of the program ISLOs assessed by this measure.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. BBA-MKT Exit Survey  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6	On the exit survey instrument, at least 75% of all graduating BBA-MKT students will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.

<b>Student Learning Assessment for Bachelor of Business in Business Administration in Supply Chain Management (BBA-SCM)</b>	
<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. Students will be able to evaluate the supply chain process, through value stream mapping, for potential risks including bottlenecks, shortages, and removal of waste in terms of time, quality, and cost.  Broad-Based Student Learning Goals Associated with this Outcome: 1, 4, 6  Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 2, 3	
2. Students will be able to analyze industry trends.  Broad-Based Student Learning Goals Associated with this Outcome: 4, 5  Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 2	
3. Students will be able to generate solutions to improve the supply chain of a business.  Broad-Based Student Learning Goals Associated with this Outcome: 1, 2, 3, 4	

Key Learning Outcomes for Bachelor’s-Level Business Programs to which this Outcome is Linked: 1, 2, 3, 4, 5, 6	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. Peregrine CPC Exam  Program ISLOs Assessed by this Measure: 1, 2, 3	At least 70% of all graduating BBA-SCM students will score above the 50 <sup>th</sup> percentile or higher overall and on each subset of examination questions related to each of the BBA-SCM program ISLOs assessed by this measure.
2. SCM Industry Trends and Technology Research Paper  Program ISLOs Assessed by this Measure: 1, 2, 3	On the rating scale in the research paper evaluation rubric (with “excellent” being the highest rating), at least 70% of all graduating BBA students will achieve a performance rating of “good” or higher on each evaluation criterion associated with the program ISLOs assessed by this measure.
3. WRKBS4010 Employer Internship Evaluation  Program ISLOs Assessed by this Measure: 1, 2, 3	On the employer evaluation instrument, employers will indicate that at least 75% of all graduating BBA-SCM “met” or “exceeded” expectations in achieving each of the program ISLOs assessed by this measure.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. BBA-SCM Exit Survey  Program ISLOs Assessed by this Measure: 1, 2, 3	On the exit survey instrument, at least 75% of all graduating BBA-SCM students will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure.

### Section III: Operational Assessment

Intended Operational Outcomes for the College of Business	
<p>1. Students in the College of Business will participate in at least 1 relevant internships at each, degree level.</p> <p>Broad-Based Operational Goals Associated with this Outcome: 1</p>	
<p>2. The College of Business will be successful in placing its graduates in degree-related careers and entry-level positions.</p> <p>Broad-Based Operational Goals Associated with this Outcome: 2</p>	
<p>3. College of Business faculty will meet and exceed qualifications in their teaching disciplines.</p> <p>Broad-Based Operational Goals Associated with this Outcome: 4</p>	
<p>4. The College of Business will be successful in providing high-quality learning and technological resources to its students.</p> <p>Broad-Based Operational Goals Associated with this Outcome: 3</p>	
<p>5. The College of Business will integrate professionalism and career readiness interventions on an annual basis.</p> <p>Broad-Based Operational Goals Associated with this Outcome: 2</p>	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
<p>1. Baker College Career Services – Program Internship Annual Reports</p> <p>Intended Operational Outcomes Assessed by this Measure: 1</p>	<p>75% of College of Business students will successfully complete at least one internship (120 field hours) prior to graduation.</p>
<p>2. First Destination Survey</p> <p>Intended Operational Outcomes Assessed by this Measure: 2</p>	<p>The College of Business will place 90% or more of its undergraduate students in degree-related positions or in graduate school within six months of graduation.</p>
<p>3. Baker College Faculty Credential Compliance</p> <p>Intended Operational Outcomes Assessed by this Measure: 3</p>	<p>90% of College of Business faculty will meet or exceed (annually) the Baker College Faculty Credential in the assigned teaching area/discipline.</p>

<p>4. BBA Programs' Exit Surveys</p> <p>Intended Operational Outcomes Assessed by this Measure: 4</p>	<p>On the BBA Programs' exit survey instruments and in the interviews, at least 90% of all graduating students will indicate that they were "satisfied" or "very satisfied" with the college's learning and technological resources.</p>
<p>5. Achieving Career Excellence (ACE) Program Monitoring</p> <p>Intended Operational Outcomes Assessed by this Measure: 5</p>	<p><i>At least 90% of all College of Business students will complete all ACE assignments prior to beginning, WRK4950, WRKBS2010, or WRKBS4010.</i></p>

## **Section IV: Linkage of Outcomes Assessment with Strategic Planning and Budgeting**

Baker College is currently in the process of developing a new 4-year strategic plan for 2017-2021. Additionally, the Business Division (College of Business), is also following suit, with its own 3-year College of Business Strategic Plan for 2018-2021. The outcomes assessment plan has been and will be an integral component of our plan as we devise our 3-5 strategic directions, goals, action plans, and key measures. Our strategic directions will consist of a. Quality & Continuous Improvement; b. Growth and Focused Expansion; c. Outreach and Community Engagement will certainly tie directly to our Broad-based Operational Goals and the mission of the College of Business.

We currently review student learning outcomes annually using all of the measure and instruments noted throughout our plan. Within the College of Business, there are several subcommittees.

- a. IACBE Accreditation Committee
- b. Curriculum Committee
- c. Faculty Professional Development
- d. Strategic Planning Committee
- e. Student Professional Development

Subcommittees meet to review, revise, and address current concerns, projects, issues, challenges and needs of the College. These committees report out and share insights with the College of Business on a monthly basis, during College of Business meetings.

In the realm of Institutional budgeting, the needs of the College of Business are addressed through the business unit (System Academics) budgeting process. Budgetary resources for HR (faculty), software, professional development, and academic support services are administered at the campus-levels, and through System Academics, annually.

## **Section V: Appendices**

Appendix A: End of Program – ABBA Case Study and Rubric

Appendix B: End of Program – ABACC NOCTI Exam Pathway

Appendix C: End of Program – BBBA Peregrine CPC Exam Outline

Appendix D: End of Program – BBBA-HRM Research Paper and Rubric

Appendix E: End of Program – BBBA-AP/MGT Strategic Management Case Study and Rubric

Appendix F: End of Program – BBBA-MKT Integrated Marketing Plan and Rubric

Appendix G: End of Program – BBBA-SCM Industry Trends Technology Paper and Rubric

Appendix H: End of Program – Exit Interview Templates (for each program)

Appendix I: Employer ISLO Evaluations (for each program)

Appendix J: First Destination Graduate Survey Questions

Appendix K: ACE Assignments

Appendix L: Faculty Credentials Guidelines