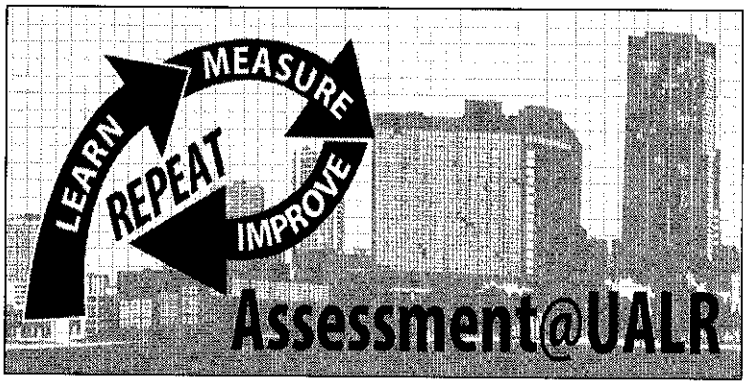

ACADEMIC PROGRAM ASSESSMENT PLAN

This form was designed to assist programs in writing a complete assessment plan. If you choose not to use this form, please submit your plan in the order of the checklist at the end of this document. If some aspect of your program's plan is in development or not yet developed, indicate that in the respective section. For guidance and examples, refer to the Assessment Plan GUIDE or send an email to assessmentacademy@ualr.edu.

Program Name: BBA Management

SKIM Program? Yes ☐ **No** ☒ *For a list of programs covered by SKIM, see GUIDE.*

Disciplinary Accrediting Body (if applicable): AACSB

Department Name: Management

Date Submitted: 5/15/2018

Submitted by: Susie Cox (Name)

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Section 1. Program or Departmental Mission Statement.
Your program's student learning goals should tie to your mission. Please state your department's or program's mission.

The primary objective of the management program is to develop the necessary conceptual skills and practical problem-solving techniques required to manage organizations in a global environment more efficiently and effectively. Students are educated in management fundamentals and methods applicable to better decision making. An emphasis is placed on developing communication skills and on understanding the importance of ethical behavior.

Section 2. Student Learning Goals for Academic Program.

List all student learning goals ("At the end of this program, students will be able to…") for the academic program identified above, and—if your program is covered by SKIM—how the SKIM goals map to your program goals. If you prefer to provide the list as an appendix, type "See appendix" in box below and attach appendix to this document. For guidance on writing measurable student learning goals and for a list of the SKIM goals, please see the GUIDE.

Goal 1 - Students will be effective communicators

- 1.1 Students will demonstrate effective written communication skills.
- 1.2 Students will demonstrate effective oral communication skills.

Goal 2 - Students will be skilled in solving real world and/or simulated business problems.

- 2.1 Students will effectively use management techniques and processes in an applied organizational situation.
- 2.2 Students will effectively use advanced management techniques and processes when dealing with an organizational issue.

Goal 3 - Students will have an ethical perspective, understanding the importance of behaving ethnically in their professional lives.

- 3.1 Students will identify an ethical dilemma and identify impact on identified stakeholders.
- 3.2 Students will analyze alternative actions and consequences of behavior based on an identified Ethical Rule or Model.

Goal 4 - Students will use analytical techniques and tools to analyze data for decision-making.

- 4.1 Students will demonstrate knowledge to use logic-based tools to retrieve information for decision-making.
- 4.2 Students will demonstrate ability to retrieve data and address business issues using an analytics tool.

Goal 5 - Students will demonstrate competence in business knowledge.

- 5.1 Students will demonstrate competence in each of the functional areas of business (accounting, economics, finance, management, operations and information systems).
- 5.2 Students will demonstrate knowledge of the issues involved in conducting business in a diverse, global environment.

Section 3. Curriculum Map.

Attach a map of your program's curriculum (electives and required courses) that shows where each outcome is taught. There is no one way to structure a curriculum map; for templates, which can also serve as examples, please see the GUIDE.

Section 4. Assessment Methods.
Complete the following table to indicate how each student learning goal will be assessed (add more rows if needed). A list of common assessment methods can be found in the GUIDE.

Student Learning Goal	Assessment Method or Learning Activity/Artifact	Course in Which Learning Activity or Assessment Takes Place	Alignment with SKIM goal(s) or disciplinary accrediting body goal(s)
1. Goal 1 - Students will be effective communicators			N/A
1.1 Students will demonstrate effective written communication skills.	Written assignments	BINS 3380	
1.2 Students will demonstrate effective oral communication skills.	Oral Presentations	BINS 3380	
2. Goal 2 - Students will be skilled in solving real world and/or simulated business problems.			N/A
2.1 Students will effectively use management techniques and processes in an applied organizational situation.	Case analysis or simulation	MGMT 3340	
2.2 Students will effectively use advanced management techniques and processes when dealing with an organizational issue.	Case analysis or simulation	MGMT 4380	

3. Goal 3 - Students will have an ethical perspective, understanding the importance of behaving ethnically in their professional lives. 3.1 Students will identify an ethical dilemma and identify impact on identified stakeholders. 3.2 Students will analyze alternative actions and consequences of behavior based on an identified Ethical Rule or Model.	Ethics Case Analysis	BINS 3305	N/A
4. Goal 4 - Students will use analytical techniques and tools to analyze data for decision-making. 4.1 Students will demonstrate knowledge to use logic-based tools to retrieve information for decision-making. 4.2 Students will demonstrate ability to retrieve data and address business issues using an analytics tool.	Embedded Exam Questions Case Analysis	BINS 3352 BINS 3352	N/A
5. Goal 5 - Students will demonstrate competence in business knowledge.			N/A

5.1 Students will demonstrate competence in each of the functional areas of business (accounting, economics, finance, management, operations and information systems).	ETS-MFT	MGMT 4380	
5.2 Students will demonstrate knowledge of the issues involved in conducting business in a diverse, global environment.	Case Analysis	MGMT 4380	

Section 5. Assessment Cycle Timeline.
Indicate in the table below when assessment data from each student learning goal will be analyzed (add more rows if needed). It is assumed that artifact collection and continuous improvement efforts will be ongoing.

Length of assessment cycle: Assessments are completed every other year on a staggered cycle. The MFT is completed in fall and spring semesters.

Best practices state that assessment cycles vary between 3-5 years; if your assessment cycle is longer than 5 years, explain why.

Date for next review of assessment plan: Plans are reviewed each year.
(typically at the end of a cycle, unless a need for revision arises before)

Student Learning Goal	Semester(s) Artifacts are Collected	Semester Assessment Data is Analyzed	Notes
1. Goal 1 - Students will be effective communicators. •1.1 Students will	Fall (even years)	Spring (odd years)	

demonstrate effective written communication skills. •1.2 Students will demonstrate effective oral communication skills.	Fall (odd years)	Spring (even years)	
2. Goal 2 - Students will be skilled in solving real world and/or simulated business problems. •2.1 Students will effectively use management techniques and processes in an applied organizational situation. •2.2 Students will effectively use advanced management techniques and processes when dealing with an organizational issue.	Fall (odd years) Fall (odd years)	Spring (even years) Spring (even years)	
3. Goal 3 - Students will			

have an ethical perspective, understanding the importance of behaving ethnically in their professional lives. •3.1 Students will identify an ethical dilemma and identify impact on identified stakeholders. •3.2 Students will analyze alternative actions and consequences of behavior based on an identified Ethical Rule or Model.	Fall (even years) Fall (even years)	Spring (odd years) Spring (odd years)	
4. Goal 4 - Students will use analytical techniques and tools to analyze data for decision-making. •4.1 Students will demonstrate knowledge to use logic-based	Fall (even years)	Spring (odd years)	

tools to retrieve information for decision-making. •4.2 Students will demonstrate ability to retrieve data and address business issues using an analytics tool.			
5. Goal 5 - Students will demonstrate competence in business knowledge. •5.1 Students will demonstrate competence in each of the functional areas of business (accounting, economics, finance, management, operations and information systems).	Fall and Spring semesters	Spring each year	
5.2 Students will demonstrate knowledge of the issues involved in conducting	Fall (odd years)	Spring (even years)	

business in a diverse, global environment.			

Section 6. Continuous Improvement Process.
Document the process your program will use for implementing changes to improve curriculum, student support and assessment practices based on assessment findings.

Assessment results are shared with the faculty in the College and department. It is also shared with the College undergraduate curriculum committee. If changes can be put in place with minor changes to a course, then this is discussed with faculty/instructors teaching the course. If the change recommended requires a curriculum change, this is presented to the college undergraduate curriculum committee for vote and then presented to the university undergraduate curriculum committee.

Section 7. Stakeholder Involvement/Communication Plan.
Who are the stakeholders in your program, and how will they be involved in your assessment process? How will they learn about your assessment results and continuous improvement? For more information on involvement and communication with stakeholders, see the GUIDE.

Assessment results and interpretations are 1) shared with students during the assessment process as an additional check on interpretations. In addition, assessment results are shared with 2) all management faculty members with discussions on interpretations and on what changes (if any) should be made in the Management program. Finally, assessment results and interpretations are shared with 3) our Management Advisory Council for their further input on any possible Management program changes. All of these discussions are also valuable input for planning future assessments.

Curriculum Map

Course Coverage of Learning Objectives BBA in Management				
	No Emphasis	**Limited Emphasis** (incorporation into coverage of other topics with no direct focus or activities)	**Moderate Emphasis (a** distinct topic for some discussion and/or limited activities)	**Substantial Emphasis** (focal point for class coverage including significant assignments and/or testing)
LO 1.1: Students will demonstrate effective written communication skills	Econ 2310 Econ 3355 Fin 3310	Acct 2310 Acct 2330 Econ 2323 Mgmt 3304	Bins 3305 Bins 3352 Econ 2322 Mgmt 3300 Mgmt 4380 Mktg 2380 Mktg 3350	Bins 3380
LO 1.2: Students will demonstrate effective oral communication skills.	Acct 2310 Acct 2330 Bins 3305 Bins 3352 Econ 2310 Econ 2322 Econ 2323 Econ 3355 Finc 3310 Mktg 2380	Mgmt 3304 Mktg 3350	Mgmt 3300 Mgmt 4380	Bins 3380
LO 2.1: Students will demonstrate an ability to use <u>management</u> theories in an organizational situation.	Econ 2310 Econ 2322 Econ 2323 Econ 3355 Acct 2310 Acct 2330 Mktg 2380 Finc 3310	Bins 3380 Bins 3305 Bins 3352	Mgmt 3304 Mgmt 3320 Mgmt 3362 Mgmt 4377	Mgmt 3300 Mgmt 3340 Mgmt 4380
LO 2.2: Students will effectively use advanced <u>management</u> techniques and processes when dealing with an organizational issue.	Econ 2310 Econ 2322 Econ 2323 Econ 3355 Acct 2310 Acct 2330 Mktg 2380 Finc 3310	Bins 3380 Bins 3305 Bins 3352	Mgmt 3304 Mgmt 3320 Mgmt 3362 Mgmt 4377	Mgmt 3340 Mgmt 4380

	Bins 3305 Bins 3352			
LO 3.1 Students will identify an ethical dilemma and identify the impact on identified stakeholders.	Bins 3352 Econ 2310 Econ 3355 Mgmt 3304	Bins 3380 Econ 2322 Econ 2323 Finc 3310 Mktg 3350	Acct 2310 Acct 2330 Mgmt 3300 Mgmt 4380	Bins 3305 Mktg 2380
LO 3.2 Students will analyze alternative actions and consequences of behavior based on an identified Ethical Rule or Model	Bins 3352 Econ 2310 Econ 3355 Mgmt 3304	Bins 3380 Econ 2322 Econ 2323 Finc 3310 Mktg 3350	Acct 2310 Acct 2330 Mgmt 3300 Mgmt 4380	Bins 3305 Mktg 2380
LO 4.1 Students will demonstrate knowledge to use logic-based tools to retrieve information for decision making.				Bins 3305 Bins 3352
LO 4.2 Students will demonstrate the ability to retrieve data and address business issues using an analytics tool.				Bins 3305 Bins 3352
LO 5.1: Students will demonstrate competence in each of the functional areas of business (accounting, economics, finance, management, operations and information systems).	Bins 3352 Bins 3380 Econ 2310 Econ 2322 Econ 2323 Econ 3355 Mktg 2380	Acct 2310 Acct 2330	Bins 3305 Mgmt 3300 Mgmt 3304 Mktg 3350	Finc 3310 Mgmt 4380
LO 5.2: Students will demonstrate knowledge of the issues involved in conducting business in a diverse, global environment.	Acct 2310 Acct 2330 Bins 3352 Bins 3380 Econ 2310 Econ 3355 Finc 3310	Bins 3305	Econ 2322 Econ 2323 Mgmt 3300 Mgmt 3304 Mgmt 4380 Mktg 2380	Mktg 3350