

BSBA COMMON GOALS ASSESSMENT PLAN

(Revised April 2015)

Mission/Vision Statement

Consistent with the overall mission of the College of Business Administration at SDSU, the Undergraduate Program seeks to maintain a challenging learning environment that fosters excellence in business education. The program prepares students to be ethical and discerning critical thinkers with a global perspective, solid communication skills and a strong foundation in business knowledge.

Program Learning Goals & Degree Learning Outcomes

I. Written and Oral Communication - Communicate effectively with individuals, teams, and large groups, both in writing and orally.

Degree Learning Outcomes:

DLO #1.1: Write well-organized and grammatically correct papers including letters, memos, case analyses, and research reports.

DLO #1.2: Make effective oral presentations that are informative as well as persuasive, as appropriate.

Written Communication

- **Assessment method:** Scores on the University Writing Placement Assessment.
- **Assessment timing:** Each spring semester.

Oral Communication

- **Assessment method:** Oral Presentations in capstone courses throughout the CBA rated using officially adopted CBA Oral Communication Skills rubric which had been distributed to students.
- **Assessment timing:** Every fourth semester (Fall Term).

II. Analytical and Critical Thinking Skills - Demonstrate effective analytical and critical thinking skills to make an appropriate decision in a complex situation.

Degree Learning Outcomes:

DLO #2.1: Apply relevant information and arrive at a well-reasoned conclusion.

- **Assessment method:** Final exam essay question from BA 405 (college-wide capstone course) rated by two raters using a Critical Thinking rubric.
- **Assessment timing:** Every fourth semester (Spring Term).

III. Ethical Reasoning - Distinguish and analyze ethical problems that occur in business and society, and choose and defend ethical solutions.

Degree Learning Outcomes:

DLO #3.1: Explain the various ethical dimensions of business decision making.

DLO #3.2: Explain the role of various affected parties in business decision making.

DLO #3.3: Assess the ethics of decision alternatives using different ethical decision rules.

DLO #3.4: Apply ethical decision-making rules and concepts.

- **Assessment method:** Embedded questions on a comprehensive final exam in BA 300 (Ethical Decision Making in Business).
- **Assessment timing:** Every fourth semester (Fall Term).

IV. Global Perspective – Demonstrate a global perspective and an understanding of the dynamics of the global economy in making decisions.

Degree Learning Outcomes:

DLO #4.1: Identify and describe the impact of the global economy on business decisions.

- **Assessment method:** Embedded questions on a comprehensive final exam in BA 310 (Foundations of Business in a Global Environment).
- **Assessment timing:** Every fall semester.

DLO #4.2: Explain and apply a global perspective in making business decisions.

- **Assessment method:** Final exam essay questions from BA 405 rated by two raters using a Global Perspective rubric.
- **Assessment timing:** Every fourth semester (Spring Term).

V. Essential Business Knowledge - Demonstrate an understanding of the major functional areas of Business.

Degree Learning Outcomes:

DLO #5.1: Describe basic concepts in each major functional area of business.

DLO #5.2: Apply techniques and theories from various functional areas to business situations.

- **Assessment method:** Essential Business Knowledge Assessment Test (EBKAT) administered in BA 405.
- **Assessment timing:** Every fourth semester (Spring Term).

GOAL	SLO	1st Cycle	2nd Cycle	3rd Cycle	4th Cycle	5th Cycle
1	1.1	2004-2005	Fall 2008	Fall 2010	Fall 2012	Fall 2013
1	1.2	2005-2006	Spring 2009	Fall 2010	Spring 2013	Fall 2014
2	2.1, 2.2	2006-2007	Fall 2009	Fall 2010	Fall 2011	Fall 2012
3	3.1 - 3.4	2007-2008	Spring 2010	Fall 2011	Spring 2013	Spring 2014