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).

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