Unit Assessment Plan

Assurance of Learning

Undergraduate Business

The undergraduate business administration and accounting programs provide an outstanding undergraduate education that combines a strong foundation in the liberal arts, excellence in traditional business disciplines and experiential opportunities drawing on the strength of Oregon's distinctive qualities. To monitor student performance and provide continuous quality improvement within the Undergraduate Program for business and accounting majors, we have developed the following learning goals, objectives, rubrics, and assessment metrics of student knowledge.

#### Learning Goals and Objectives

Goals 1-5 are assessed by the College and broken out also by Accounting Majors to support the Assurance of Learning for the Accounting Program.

#### Goals & Objectives

**Goal 1: Each student is proficient in fundamental business knowledge.**

- **Objective #1**: Students apply principles and theories to business decision-making from the following disciplines: accounting, business law, business strategy, economics, finance, information systems, international business, management, marketing, operations management, and statistics.

**Goal 2: Each student is an innovative problem solver with strong analytical skills.**

<table>
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<tr>
<th>Assessment Course/Method</th>
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<tr>
<td>BA 453-test (every term)</td>
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<td>BA 453-case (every term)</td>
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Objective #2: Students identify and appropriately analyze a business problem in an experiential or applied setting and suggest innovative solutions.

Goal 3: Each student effectively communicates ideas, analyses, plans, and evaluations to individuals and groups.

- Objective #3A: Students communicate results of analysis in a coherent written statement.
- Objective #3B: Students communicate results of analysis in an effective oral presentation.

Goal 4: Each student works successfully in diverse teams as a means to identify and solve business problems.

- Objective #4A: Students will work with a team to complete a multi-step problem-solving project with satisfactory peer evaluation.
- Objective #4B: Students will assess personal leadership strengths and weaknesses through completion of Student Leadership Practices Inventory (SLPI) and successfully implement an action plan for improvement. **Eliminated in Fall 2012.**

Goal 5: Each student recognizes and responds appropriately to ethical dilemmas.

The Undergraduate Program Committee was charged in Fall 2012 with the task of finalizing Goal 5, including the development of rubrics and standards. During this process the original two objectives were rewritten for greater clarity and a third objective related to professionalism was added.

- Objective #5A: "Students demonstrate awareness of ethical issues regarding the relation of business to society and in business decision making" has been changed to "Students demonstrate awareness of ethical issues regarding the relation of business to society".

- Objective #5B: "Students demonstrate awareness of ethics in corporate governance and individual leadership" has been changed to "Students demonstrate awareness of ethics in corporate governance".
- **Objective #5C**: Students meet standards of business professionalism.

### Timeline

**Calendar Cycle for Assessing and Evaluating Goals & Objectives**

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<tr>
<td>1</td>
<td>A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A</td>
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<td>2</td>
<td>A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A</td>
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<td>3</td>
<td>A A A,C A A A,C,E A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A</td>
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<td>4</td>
<td>A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A A,C A A</td>
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**Legend and Definitions**

- **A**: Assessment (Collection of Data on Student Performance)
- **C**: Close the Loop (Evaluation of assessed data + Recommendations for change; pedagogically and in terms of instruments and rubrics)
- **E**: Re-evaluate instruments
- **R**: Refine goal, objectives, and rubrics
- **F**: Finalize goal, objective, and rubrics

BA 352-self-evaluation & faculty assessment (every term except summer)