**UNIVERSITY OF ALASKA FAIRBANKS**  
**Student Learning Outcomes Assessment Plan**  
School of Management  
Bachelor of Business Administration (BBA)  
Business Administration (BA)  
(2014-2015)

**SOM MISSION:** The School of Management provides a high quality education that prepares students for professional success in meeting the challenges facing businesses in Alaska and around the world.

**SOM VISION:** The School of Management will be recognized for high-quality educational programs, hands-on educational opportunities for students, service to the community and accomplished teaching and research faculty. The School of Management strives to be acknowledged as the premier business school in Alaska.

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<th>Intended Objectives/Outcomes</th>
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| **1. Communication**        | **Instrument:** Writing assignments.  
**Rubric:** The writing rubric covers 6 components.  
**Min. Standard:** 75% of students meet or exceed expectations. | Writing samples are collected from all “W” designated courses in BBA. |
| **1b. Oral: Students should be able to** | **Instrument:** Oral presentations.  
**Rubric:** The Oral rubric covers 7 dimensions.  
**Min. Standard:** 75% of students meet or exceed expectations. | Oral presentations are recorded in all “O” designated courses in BBA. |
| deliver a professional Powerpoint presentation and field questions related to presentation with confidence and poise. | | Data collected every semester, assessment every other year by AOL committee. |
| **2. Problem Solving**      | **Instrument:** Watson Glaser exam.  
**Rubric:** Being developed.  
**Min. Standard:** Being developed. | Watson Glaser test is given in an appropriate upper division course(s). |
| **2a. Students should be able to** | **Instrument:** Imbedded questions.  
**Rubric:** Specific to imbedded question.  
**Min. Standard:** 70% of students meet or exceed expectations. | Questions are imbedded in Econ 227 (Introductory Statistics). |
<p>| recognize assumptions, evaluate arguments and draw conclusions. | | Questions are imbedded in exams for Acct 262 (Accounting Concepts and Uses II). |
| <strong>2b. Students should be able to</strong> | | Data collected every semester, assessment every other year by AOL committee. |
| set up hypothesis tests, synthesize data, estimate equations and test for significance. | | |
| <strong>2c. Students should be able to</strong> | | |
| demonstrate effective use of financial information in business problem solving. | | |</p>
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| **3. Ethical Knowledge**    | **Instrument**: Imbedded test questions, both multiple choice and scenario-based.  
                             **Rubric**: Percent of correct answers in two categories: legal/illega and ethical/unethical.  
                             **Min. Standard**: For each question, 70% of students meet or exceed expectations. | Questions imbedded in BA 323 exams (Business Ethics).  
                             Data collected every semester, assessment every other year by AOL committee. |
| **4. Technical Knowledge**  |                                   |                                 |
| **4a. Students should be able to demonstrate general business knowledge.** | **Instrument**: ETS Business Exam.  
                             **Rubric**: Number of correct answers.  
                             **Min. Standard**: 50<sup>th</sup> percentile of undergraduate students. | The ETS exam given each semester in BA 462 (Corporate Strategy). |
| **4b. Students should be able to demonstrate an acceptable level of understanding in critical subject matters (currently assessing on the following fields).** | **Instrument**: Imbedded questions.  
                             **Rubric**: Various.  
                             **Min. Standard**: 70% of students meet or exceed expectations. | Embedded questions of various types given in BA 325 (Financial Management), BA 343 (Principles of Marketing), BA 390 (Organizational Theory and Behavior) and Econ 202 (Principles of Macroeconomics). |