UNIVERSITY OF ALASKA FAIRBANKS  
Student Learning Outcomes Assessment Plan  
School of Management  
Bachelor of Business Administration (BBA)  
Economics  
(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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<td><strong>1. Communication</strong></td>
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| **1a. Written:** Students should be able to develop a paper using cogent arguments or opinions on topics pertaining to the field of study. | *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 deliver a professional Powerpoint presentation and field questions related to presentation with confidence and poise. | *Instrument:* Oral presentations.  
*Rubric:* The Oral rubric covers 7 dimensions.  
*Min. Standard:* 75% of students meet or exceed expectations. | Oral presentations are filmed in all “O” designated courses in BBA.  
Data collected every semester, assessment every other year by AOL committee. |
| **2. Problem Solving**      |                                    |                                 |
| **2a. Students should be able to recognize assumptions, evaluate arguments and draw conclusions.** | *Instrument:* Watson Glaser exam.  
*Rubric:* Being developed.  
*Min. Standard:* Being developed. | Watson Glaser test is given in an appropriate upper division course(s).  
Questions are embedded in Econ 227 (Intermediate Statistics for Economics and Business).  
Questions are embedded in exams for Acct 262 (Accounting Concepts and Uses II).  
Data collected every semester, assessment every other year by AOL committee. |
| **2b. Students should be able to set up hypothesis tests, synthesize data, estimate equations and test for significance.** | *Instrument:* Embedded questions.  
*Rubric:* Specific to embedded question.  
*Min. Standard:* 70% of students meet or exceed expectations. | |
<p>| <strong>2c. Students should be able to demonstrate effective use of financial information in business problem solving.</strong> | | |</p>
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| **3. Ethical Knowledge**    | **Instrument**: Embedded test questions, both multiple choice and scenario-based.  
                              **Rubric**: Percent of correct answers in two categories: legal/illegal and ethical/unethical.  
                              **Min. Standard**: For each question, 70% of students meet or exceed expectations. | Questions embedded in BA 323 exams (Business Ethics).  
Data collected every semester, assessment every other year by AOL committee. |
| **4. Technical Knowledge**  | **Instrument**: ETS Business Exam  
                              **Rubric**: Number of correct answers.  
                              **Min. Standard**: 50th percentile | The ETS exam given each semester in BA 462 (Corporate Strategy). |

**Note**: The technical knowledge in BBA Economics and BA Economics differ in this area. For BBA Econ general business knowledge is assessed. In BA Economics specific economic theoretical questions are assessed.