

Example: Degree and Certificate Student Learning Outcome Objectives

Date: May 1997

Certificate or Degree Program: Bachelor of Business Administration

Mission: We shall provide quality undergraduate education responsive to the needs of individual students and the diverse population of Alaska.

Goal: To assure that our graduates are adequately prepared to succeed in the job market in their chosen business field or a closely related field.

INTENDED OUTCOMES/OBJECTIVES	ASSESSMENT CRITERIA	IMPLEMENTATION PROCEDURES (what, when, who)
1) Students will display effective written communication skills for use in the world of business.	ENTRY LEVEL ASSESSMENT: A) SAT/ACT verbal scores B) High school English grades C) Writing grade in ENGL 314 (obtain from instructor)	ENTRY LEVEL: BA department secretary prepares synopsis of scores and grades upon student's declaration of major or upon student's filing for graduation.
	EXIT LEVEL ASSESSMENT: Portfolio of three case study write-ups for BA 462, the capstone strategy course	EXIT LEVEL: Sample of portfolios examined by SOM Instructional Resources, Advising and Assessment Committee at student's graduation
2) Students will display effective oral communication skills for use in the world of business.	ENTRY LEVEL ASSESSMENT: Oral presentation grade in ENGL 314 (obtain from instructor)	ENTRY LEVEL: Department secretary determines grade upon student's declaration of major or upon student's filing for graduation
	EXIT LEVEL ASSESSMENT: Oral presentation in upper division course in the student's option within the BBA program	EXIT LEVEL: Sample of tapes examined by SOM Instructional Resources, Advising and Assessment Committee at student's graduation
3) Students will have the ability to analyze conceptual, unstructured problems in at least three of the functional areas of business.	ENTRY LEVEL ASSESSMENT: None	ENTRY LEVEL: None
	EXIT LEVEL ASSESSMENT: Portfolio of three case study write-ups on various topics for BA 462.	EXIT LEVEL: Sample of portfolios examined by SOM Instructional Resources, Advising and Assessment Committee at student's graduation
4) Students will develop technical business skills in their area of concentration.	ENTRY LEVEL ASSESSMENT: Assumed to have a few skills	ENTRY LEVEL: None
	EXIT LEVEL ASSESSMENT: a) Case study write-up for BA 462 in student's area of concentration b) Student satisfaction with skills obtained	EXIT LEVEL: a) Sample of case studies examined by SOM Instructional Resources, Advising and Assessment Committee at student's graduation b) Exit interviews by BA department head at end of each semester using a standardized interview instrument

Report on Educational Effectiveness Assessment

	<p>c) Satisfaction of employers who hire student interns</p> <p>ASSESSMENT OF ALUMNI:</p> <p>a) Current position title, supervisory status, and salary of alumni</p> <p>b) Employer satisfaction with BBA alumni</p>	<p>c) Annual survey of internship employers by internship director</p> <p>ALUMNI:</p> <p>a) Alumni survey overseen every five years, results reported to SOM Executive Committee</p> <p>b) Annual interview by Dean with employer focus group to discuss what they are looking for in employees, how UAF BBA students measure up against employees in comparable positions</p>
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