

UNIVERSITY OF ALASKA FAIRBANKS

Student Learning Outcomes Assessment Plan

College of Business and Security Management

Bachelor of Applied Management (BAM)

2021-2025

CBSM MISSION: We are a diverse and inclusive learning community where innovation in teaching, discovery, and service prepares students for professional success that benefits our community, the state of Alaska, and the nation.

CBSM VISION: The College of Business and Security Management is recognized for high-quality programs, experiential learning opportunities for students, service to the community, and accomplished teaching and research faculty. The College of Business and Security Management continuously strives to be the known as a premier business school in Alaska and around the Nation.

DIRECT MEASURES

Competency	Assessment Instrument	Assessment Point
1. Communication A. Written Students should be able to produce high-quality professional communications on technical issues/topics for internal and/or external audiences. B. Oral Students should be able to produce high-quality professional presentations using various modes of technology on technical issues/topics for internal and/or external audiences.	A. Written Writing rubric assessing competencies across six categories. <u>Min. Standard:</u> 75% of students should meet or exceed expectations. B. Oral Oral rubric assessing competencies across eight categories. Minimal Standards: 75% of students should meet or exceed expectations.	A. Written Writing samples will be collected in BA 323 (Business Ethics). B. Oral Oral communications will be recorded and/or surveyed in BA 323 (Business Ethics).
2. Ethics A. General Students should be able to identify and understand whether certain business conduct is legal and/or ethical and apply the knowledge situationally. B. Ethical Leadership Students should be able to apply knowledge of effective leadership skills to specific situations	A. General Business Ethics section 3 of the Peregrine Business Administration Comprehensive Exam. B. Ethical Leadership Business Leadership section 6 of the Peregrine Business Administration Comprehensive Exam. Minimal Standards: 50% of students should score at or above national average for the topic section.	A. General The Peregrine Business Administration Comprehensive Exam will be administered in BAM 462 (Project Management). B. Ethical Leadership The Peregrine Business Administration Comprehensive Exam will be administered in BAM 462 (Project Management).

Competency	Assessment Instrument	Assessment Point
3. Finance Knowledge A. General Students should be able to apply and interpret financial information.	A. General Business Finance section 4 of the Peregrine Business Administration Comprehensive Exam. Minimal Standards: 50% of students should score at or above national average for the topic section.	A. General The Peregrine Business Administration Comprehensive Exam will be administered in BAM 462 (Project Management).
4. Management Knowledge A. Project Management Students should be able to illustrate the fundamentals of project management, including identifying project risks and effective means of risk management.	A. Project Management Embedded essay question on final exam. Minimal Standards: % of students should meet or exceed expectations (a score of 70% correct on the embedded question rubric).	A. Project Management Embedded essay question administered in BAM 462 (Project Management).

INDIRECT MEASURES

CBSM also performs indirect assessments. Each year the graduating students fill out an exit survey to assess their satisfaction level with their program. In total there are six value statements. Students were asked, for each statement, whether they strongly agree, agree, neutral, disagree or strongly disagree. The minimal standard that BSRB wishes to achieve is that 80% of students either strongly agree or agree with each statement.

- 1) I would recommend this program to another student
- 2) I feel well prepared to face expected professional challenges
- 3) I see myself as part of the CBSM community
- 4) I would feel comfortable asking a CBSM professor for help if I did not understand the material
- 5) When I interact with CBSM professors, I feel they care about how I am doing
- 6) Number Students Responding