

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan
College of Business and Security Management
Bachelor of Business Administration (BBA)
Business Administration (BA)
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. Minimal Standards: 70% of students should meet or exceed expectations. B. Oral Oral rubric assessing competencies across eight categories. Minimal Standards: 70% 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. Problem Solving General Students should be able to recognize assumptions, evaluate arguments, and draw appropriate conclusions.	General The Watson-Glaser exam. Minimal Standards: 50% of students at 50 th percentile or more; 75% of students score “average” or above in each subscale.	General The Watson-Glaser exam will be administered in BA 330 (The Legal Environment of Business).
3. Ethics General Students should be able to identify and understand whether certain business conduct is legal and/or ethical and apply the knowledge situationally.	General Business Ethics section 3 of the Peregrine Business Administration Comprehensive Exam. Minimal Standards 50% of students should score at or above national average for the topic section.	General The Peregrine Business Administration Comprehensive Exam will be administered in BA 462 (Corporate Strategy).

Competency	Assessment Instrument	Assessment Point
4. Technical Knowledge A. General Students should be able to test hypotheses, discuss business regulations, deploy a variety of information management systems, and relate business concepts to a global scale. B. Business Fields (i). Accounting: Students should be able to apply and interpret financial information. (ii). Business Finance: Students should be able to express and interpret the time value of money. (iii). Marketing: Students should be able to identify and interpret marketing strategy. (iv). Management: Students should be able to summarize theories of individual and group dynamics, organizational culture, and structure. (v). Microeconomics: Students should be able to define supply, demand, marginal cost, and types of competition.	A. General Sections 5, 8, 9, 10, and 13 of the Peregrine Business Administration Comprehensive Exam. Minimal Standards 50% of students should score at or above national average for the topic section. B. Business Fields (i). Accounting section 1 of the Peregrine BA Comprehensive Exam. (ii). Business Finance section 4 of the Peregrine BA Comprehensive Exam. (iii). Marketing section 12 of the Peregrine BA Comprehensive Exam. (iv). Management section 11a and 11c of the Peregrine BA Comprehensive Exam. (v). Microeconomics section 7b of the Peregrine BA 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 BA 462 (Corporate Strategy). B. Business Fields (i-iv). The Peregrine Business Administration Comprehensive Exam will be administered in BA 462 (Corporate Strategy).

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