UNIVERSITY OF ALASKA FAIRBANKS

Student Learning Outcomes Assessment Plan

College of Business and Security Management
Bachelor of Business Administration (BBA)
Economics

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.

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 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 50th 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.	**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.	**A. General** The Peregrine Business Administration Comprehensive Exam will be administered in BA 462 (Corporate Strategy).
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 and use supplyand demand, opportunity cost, marginal analysis and various types of market structures. (vi). Macroeconomics: Students should be able to identify and interpret inflation, recession, unemployment, national accounting, interest rates and other determinants and measures of the nation's economic well-being.	**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. (vi) Macroeconomics section 7a of the Peregrine BA Comprehensive Exam. **Minimal Standards** 50% of students should score at or above national average for the topic section.	**B. Business Fields** (i-vi). The Peregrine Business Administration Comprehensive Exam will be administered in BA 462 (Corporate Strategy).