UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan
School of Management
Bachelor of Business Administration (BBA)
Business Administration (BA)
(2012)

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.

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
1. Communication		
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: 70% 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 8 dimensions. Min. Standard: 70% 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 BA 424 (Real Estate and Alternative Investments).
2b. Students should be able to set up hypothesis tests, synthesize data, estimate equations and test for significance.	Instrument: Imbedded questions. Rubric: Specific to imbedded question.	Questions are imbedded in Econ 227 (Intermediate Statistics for Economics and Business).
2c. Students should be able to demonstrate effective use of financial information in business problem solving.	Min. Standard: 70% of students meet or exceed expectations.	Questions are imbedded in exams for Acct 262 (Accounting Concepts and Uses II). Data collected every semester, assessment every other year by AOL committee.

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
3. Ethical Knowledge **Students should be able to** identify an ethical dilemma and distinguish between legal, illegal, ethical and unethical behavior.	<u>Instrument</u>**:** Imbedded test questions. <u>Rubric</u>: Percent of correct answers in two categories: legal/illegal and ethical/unethical. <u>Min. Standard</u>: For each question, 70% of students meet or exceed expectations.	Questions imbedded in the final exam for BA 323 (Business Ethics). Data collected every semester, assessment every other year by AOL committee.
4. Technical Knowledge **4a. Students should be able to** demonstrate general business knowledge and	<u>Instrument</u>**:** ETS Business Exam. <u>Rubric</u>: Number of correct answers. <u>Min. Standard</u>: 50th percentile.	The ETS exam given each semester in BA 462 (Corporate Strategy).

4b. Students should be able to demonstrate an acceptable level of understanding in critical subject matters (currently assessing on the following fields).
  o   Leadership
  o   Finance
  o   Marketing
  o   U.S. Economy
	<u>Instrument</u>**:** Imbedded questions.
	
	<u>Rubric</u>: Various.
	
	<u>Min. Standard</u>: 70% of students meet or exceed expectations.
		Embedded questions of various types given in BA 325 (Financial Management), BA 343 (Principles of Marketing), BA 390 (Organizational Theory and Behavior) and Econ 202 (Macroeconomics).