



Program Assessment Report (PAR)

General Business Lake Campus (GBUS) Baccalaureate Degree

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ACADEMIC YEAR COVERED BY THIS REPORT: 2021-2022

I. PROGRAM LEARNING OUTCOMES

The General Business major at the Lake campus prepares students to learn the basics of accounting, economics, marketing, financial management, and management and organizational behavior. The program provides a broad foundation of valuable business skills for continuing the education in graduate studies.

As part of the BSB degree program, it shares the following Learning Goals. These learning goals are developed for AACSB accreditation, which uses the terminology of learning goals instead of learning outcomes.

LG 1. Students will develop the knowledge, skills and practices needed for effective management of successful organizations

LG 2. Students will develop the interpersonal proficiencies that promote the success of an organization

LG 3. Students will demonstrate an understanding of the ethical and social responsibilities within an organization

II. PROCEDURES USED FOR ASSESSMENT

A. Direct Assessment

Direct assessment items are used in each assessment course. For the 2021-22 academic year, we used the capstone course, MGT 4990 Strategy: Domestic and International Perspectives for assessment. The college will revisit the learning outcomes for the General Business degree in Spring 2023.

B. Scoring of Student Work

MGT 4990 uses a sophisticated simulation. Assessment items were calculated in numeric form.

Students are placed into teams and play six rounds of the Marketplace Simulation, Strategic Management version. According to the Marketplace Simulations, "...lets your students experience the management of a business strategy in a competitive, yet safe virtual business environment. The simulation integrates all the functional areas of business...providing a vehicle to gain the confidence a business student needs in the world." Additionally, students "learn to interpret market feedback, analyze competitors' moves, and make quick adjustments to their strategy."

Students are evaluated based on their Cumulative Balanced Scorecard metrics. The total score is comprised of several elements including financial performance, market performance, marketing effectiveness, human resource management, manufacturing productivity, asset management, financial risk, wealth creation, and investment in the firm's future.

C. Indirect Assessment

We are currently using direct measures.

III. ASSESSMENT RESULTS/INFORMATION:

For Fall 2021 and Spring 2022, please see the results in the attached report.

The analysis is included in the report.

In addition to the team results shared in the report, students are also evaluated by their peers on several dimensions, such as "How did this person work on the team?"

The Lake Campus student earned a score of 4.89 on a scale of 5.00 (5.00 = highest possible score). Questions that comprise how they work on the team include "Works to build the entire team", "Actively and enthusiastically participates in team activities", "Is a team player", "Completes his or her share of the work", "Is willing to work outside of his or her assigned area of responsibility", "Is someone I would work with again if given the chance", and "Understands the impact of his or her decisions on the decisions of other team members".

[Analysis]

IV. ACTIONS TO IMPROVE STUDENT LEARNING

The college plans to revisit the assessment plan for the General Business major in Spring 2023. We will evaluate the courses included in the program and invite faculty to collaborate on an effective plan. MGT 4990 will continue to collect assessment data for Fall 2022.

V. SUPPORTING DOCUMENTS

Additional documentation, when provided, is stored in the internal Academic Program Assessment of Student Learning SharePoint site.