



## **Program Assessment Report (PAR)**

**General Business Lake Campus (GBUS) Baccalaureate Degree**

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**ACADEMIC YEAR COVERED BY THIS REPORT: 2020-2021**

### **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 LOs

LO Learning Objective 1.1 Students will be able to analyze and manage resources as needed for organizational success and sustainability

1.2 Students will be able to analyze, interpret and assess the different dimensions of the global environment in which organizations operate

1.3 Students will demonstrate an integrated understanding of the core functional areas of business

2.1 Students will identify the interactive relationships that exist, both internal and external, to an organization and the interpersonal techniques that promote organizational success

2.2 Students will demonstrate leadership and communication abilities needed to support organizational objectives

3.1 Students will recognize, analyze and assess ethical and social responsibility issues

3.2 Students will identify and illustrate how to manage an ethical and socially responsible organizational culture

### **II. PROCEDURES USED FOR ASSESSMENT**

#### **A. Direct Assessment**

Direct assessment items are used in each assessment course. Some courses are offered at the Lake campus for the General Business major. The assessment data is collected according to the assessment plan. The RSCoB manages its primary AoL cycles based on the timeline for its AACSB accreditation.

## **B. Scoring of Student Work**

Assessment items were calculated in numeric form. When needed, scores may be averaged to reflect the performance on specific learning outcome(s).

## **C. Indirect Assessment**

We are currently using direct measures.

## **III. ASSESSMENT RESULTS/INFORMATION:**

Please see the report for details.

The analysis is included in the report.

[Analysis]

## **IV. ACTIONS TO IMPROVE STUDENT LEARNING**

Improvements were made in courses included in the assessment plan for the General Business major. The details are documented in the AMP system. In Fall 2022, the college will revisit the assessment plan for the General Business major at the Lake campus.

## **V. SUPPORTING DOCUMENTS**

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