

General Business Administration BBA

Capable Business Decision Makers

Goal Description:

The goal of the General Business program is to provide students with a broad base of knowledge in business. 2301, 3355.

Providing Department: General Business Administration BBA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

General Business Core Concepts And Principles

Learning Objective Description:

Students who complete the BBA in General Business will demonstrate knowledge of the core concepts and principles of business law and of legal environments.

RELATED ITEM LEVEL 2

General Business Assessment: Embedded Exam Questions BUAD 2301

Indicator Description:

The BUAD 2301 course focuses on the legal environment in business, particularly how the law effects business development and creation. This course is divided into five core units. Assessment will be made using embedded exam questions in each of the courses five core unit examination. The embedded exam questions will gauge the students' performance on concepts, principles and functions of legal environments. The embedded questions include questions developed by the legal environment faculty.

Criterion Description:

The class average on individual embedded questions will be at 70% of the class will at least "meet expectations." The assessment data is broken into three categories, "exceeds expectations," "meets expectations," and "below expectations." The business law course is divided into five core units. Each business law faculty member will include embedded questions on each unit's examination. BUAD 2301

Attached Files

 [Assessment Results BUAD 2301 2019.xls](#)

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 3

Action Plan General Business - Legal Environment

Action Description:

The restructure of the assessment data requires a meeting with all relevant faculty to determine the new assessment criteria. This restructure will be completed for the next assessment cycle.

RELATED ITEM LEVEL 2

General Business Assessment: Embedded Questions BUAD 3355

Indicator Description:

Assessment will be made using embedded questions on each unit examination. The embedded questions will gauge the students' performance on concepts, principles and functions of business law. The

embedded questions were created by the business law faculty and include questions from each of the four core areas in the course. BUAD 3355

Criterion Description:

The class average on individual embedded questions will be 75% correct. The business law course is divided into four core units. Each business law faculty member will include embedded questions on each unit's examination. BUAD 3355.

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 3

General Business Assessment: Embedded Questions BUAD 3355

Action Description:

The restructure of the assessment data requires a meeting with all relevant faculty to determine the new assessment criteria. This restructure will be completed for the next assessment cycle.

RELATED ITEM LEVEL 1

Learning Objective -- Communication Competencies

Learning Objective Description:

COBA students written and oral communication competencies are assessed as part of the BBA goal that students will be capable communicators.

Written communication is assessed in BUAD 3335 Business Communication. Key course objectives assessed in BUAD 3335 include the following:

- Business Messages & Artifacts: Create messages and artifacts that use relevant, credible information and effective business communication strategies.
- Critical Thinking: Critically analyze complex communication situations and audiences to determine the most effective strategies and delivery methods to communicate business messages.
- Interpersonal Communication: Practice professional interpersonal and teamwork strategies through application of business communication theory (e.g., networking, communicating in teams, conflict resolution, effective listening, relationship management, problem-solving, and leadership).
- Technology: Use appropriate traditional, emerging, and collaborative technologies for the design and delivery of oral, written, and multimodal communication to support business decision-making.
- Information Literacy: Select credible information types (e.g., multimedia, database, website, primary/secondary, popular/scholarly) to support complex business messages.
- Professionalism: Communicate an effective professional identity that incorporates reflection on personal and professional skills, strengths, and values.

Oral communication is assessed in BUAD 2321 Design and Presentation of Business Presentations. Key course objectives assessed in BUAD 2321 include the following:

- Critical Thinking: Apply appropriate communication strategies and principles to achieve business goals based on an analysis of the purpose, audience, and context.
- Interpersonal Communication: Practice strategies for interpersonal business communication in today's global work environment.
- Technology: Use appropriate traditional and emerging technologies for oral, written, and multimodal workplace communication and collaboration.
- Information Literacy: Incorporate credible information to support business and professional goals.

- Professionalism: Communicate an effective professional identity that incorporates reflection on personal and professional skills, strengths, and values.

Capable Communicators And Decision Makers

Goal Description:

General Business graduates will be capable communicators and competent business decision makers.

Providing Department: General Business Administration BBA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Learning Objective -- Communication Competencies

Learning Objective Description:

COBA students written and oral communication competencies are assessed as part of the BBA goal that students will be capable communicators.

Written communication is assessed in BUAD 3335 Business Communication. Key course objectives assessed in BUAD 3335 include the following:

- Business Messages & Artifacts: Create messages and artifacts that use relevant, credible information and effective business communication strategies.
- Critical Thinking: Critically analyze complex communication situations and audiences to determine the most effective strategies and delivery methods to communicate business messages.
- Interpersonal Communication: Practice professional interpersonal and teamwork strategies through application of business communication theory (e.g., networking, communicating in teams, conflict resolution, effective listening, relationship management, problem-solving, and leadership).
- Technology: Use appropriate traditional, emerging, and collaborative technologies for the design and delivery of oral, written, and multimodal communication to support business decision-making.
- Information Literacy: Select credible information types (e.g., multimedia, database, website, primary/secondary, popular/scholarly) to support complex business messages.
- Professionalism: Communicate an effective professional identity that incorporates reflection on personal and professional skills, strengths, and values.

Oral communication is assessed in BUAD 2321 Design and Presentation of Business Presentations. Key course objectives assessed in BUAD 2321 include the following:

- Critical Thinking: Apply appropriate communication strategies and principles to achieve business goals based on an analysis of the purpose, audience, and context.
- Interpersonal Communication: Practice strategies for interpersonal business communication in today's global work environment.
- Technology: Use appropriate traditional and emerging technologies for oral, written, and multimodal workplace communication and collaboration.
- Information Literacy: Incorporate credible information to support business and professional goals.
- Professionalism: Communicate an effective professional identity that incorporates reflection on personal and professional skills, strengths, and values.

RELATED ITEM LEVEL 1

Speaking Competency

Learning Objective Description:

Oral communication is assessed in BUAD 2321 Design and Presentation of Business Presentations. Key course objectives assessed in BUAD 2321 include the following:

- Critical Thinking: Apply appropriate communication strategies and principles to achieve business goals based on an analysis of the purpose, audience, and context.

- Interpersonal Communication: Practice strategies for interpersonal business communication in today's global work environment.
- Technology: Use appropriate traditional and emerging technologies for oral, written, and multimodal workplace communication and collaboration.
- Information Literacy: Incorporate credible information to support business and professional goals.
- Professionalism: Communicate an effective professional identity that incorporates reflection on personal and professional skills, strengths, and values.

RELATED ITEM LEVEL 2

Oral Presentation_Indicator Criterion Findings

Indicator Description:

Students submit multiple assignments throughout BUAD 2321 as they develop their one-to-few and one-to-many business communication skills. In each participating course, the faculty member assessed a presentation from the end of the semester that allowed students to demonstrate their skill level with the course-taught skills.

Two of five BUAD 2321 sections (40%) completed the oral delivery skill assessment. One section was taught fully online, and the other section was taught in-person at the Huntsville campus. Fifty-two student samples were assessed: 28 from the in-person section and 25 from the online section.

The faculty member for each section used the Sp21 Oral Delivery Skills rubric (Appendix A) to assess their students' performance in the submitted assignments. The rubric includes 12 oral delivery skills. Three performance levels are included: Exceeds Expectations, Meets Expectations, and Below Expectations. A "Not Applicable" performance level is included in the event that a student did not submit a product that allowed assessment of the oral delivery skill (e.g. they were not audible or visible).

In the Findings description, the attached file includes the full assessment description, including the indicator description, criterion description, rubric, and full findings tables.

Criterion Description:

At least 80% of the sampled students must meet or exceed expectations in each oral delivery skill category. The faculty member for each section used the Sp21 Oral Delivery Skills rubric to assess their students' submitted work.

In the Findings description, the attached file includes the full assessment description, including the indicator description, criterion description, rubric, and full findings tables.

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 3

Oral Communication Action Plan

Action Description:

The restructure of the assessment data requires a meeting with all relevant faculty to determine the new assessment criteria. This restructure will be completed for the next assessment cycle.

RELATED ITEM LEVEL 1

Writing Competency

Learning Objective Description:

The general objective of business communication is to build on general studies (such as language skills of writing, grammar, and punctuation) in conjunction with business foundation courses (accounting, finance, management, marketing, etc.) and to enable students to develop effective business communication skills to solve business problems. At the end of the course, students will be able to do the following:

- **Business Messages & Artifacts:** Create messages and artifacts that use relevant, credible information and effective business communication strategies.
- **Critical Thinking:** Critically analyze complex communication situations and audiences to determine the most effective strategies and delivery methods to communicate business messages.
- **Interpersonal Communication:** Practice professional interpersonal and teamwork strategies through application of business communication theory (e.g., networking, communicating in teams, conflict resolution, effective listening, relationship management, problem-solving, and leadership).
- **Technology:** Use appropriate traditional, emerging, and collaborative technologies for the design and delivery of oral, written, and multimodal communication to support business decision-making.
- **Information Literacy:** Select credible information types (e.g., multimedia, database, website, primary/secondary, popular/scholarly) to support complex business messages.
- **Professionalism:** Communicate an effective professional identity that incorporates reflection on personal and professional skills, strengths, and values.

RELATED ITEM LEVEL 2

Written Communication_Indicator Criterion Findings

Indicator Description:

In Spring 2022, each participating faculty member assessed an assignment that asked students to demonstrate their evidence-driven communication skills using the Evidence-Driven Communication Rubric (See Appendix A). This rubric includes three relevant skills: electing credible sources, incorporating information from sources, and providing attribution for incorporated source information. This rubric is excerpted from the Spring 2021 Comprehensive Rubric that was used for Spring 2021 assessment.

A total of 278 samples were assessed: 197 Huntsville students, and 81 Online students. Samples were not able to be secured from TWC sections.

Criterion Description:

At least 80% of sampled students must meet or exceed expectations for each skill in the Evidence-Driven Communication rubric (See Appendix A) by earning a score of “Adequate” or higher.

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 3

Written Communication Action Plan

Action Description:

The restructure of the assessment data requires a meeting with all relevant faculty to determine the new assessment criteria. This restructure will be completed for the next assessment cycle.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

The Business Law students had difficulty recognizing offer/acceptance and the difference in negotiable instruments. This course is divided into four core units. Assessment was made using embedded exam questions in each of the courses four core unit examination. COVID continues to have an impact on students and faculty no significant changes will be made as a result from this year's assessment data. Faculty will continue to add additional real life examples into the course.

Update of Progress to the Previous Cycle's PCI:

The Business Law students had difficulty recognizing offer/acceptance and the difference in negotiable instruments. This course is divided into four core units. Assessment was made using embedded exam questions in each of the courses four core unit examination. COVID continues to have an impact on students and faculty no significant changes will be made as a result from this year's assessment data. Faculty will continue to add additional real life examples into the course. In addition, the relevant faculty will determine new criteria for assessment for the next assessment cycle.

New Plan for Continuous Improvement Item

Closing Summary:

We will be shifting the focus of assessment in the general business major to one that better represents the majority of the coursework that is common to all general business majors: the business core, FINC 3310, and BUAD 3355. As such, the goals will be rewritten for the next cycle along with appropriate learning objectives. Data collection will take place in all classes in the fall semester with an analysis completed in the following spring.