

## ASU COLLEGE OF BUSINESS SUMMARY ASSESSMENT PLAN

### Introduction

In support of ongoing effort toward continuous improvement in the provision of high quality management education, the ASU College of Business conducts program level assessment of the Bachelor of Science (BS), Master of Accounting (MAcc) and Master of Business Administration (MBA) degrees. The Association of Advancement of Collegiate Schools of Business (AACSB), by which the ASU College of Business is accredited, requires assessment of student learning at the BS, MAcc, and MBA levels. The BS degree, for Higher Learning Commission (HLC) and Arkansas Department of Higher Education (ADHE), is further assessed at the major level, e.g. BS in Marketing, BS in Accounting, etc.

### Mission

The mission of the College of Business at Arkansas State University is to provide a high quality management education to traditional and non-traditional students from the Mid-South and international students emphasizing leadership, international business, technology, decision tools and social responsibility/ethics. In addition, the College of Business is committed to the support of regional businesses and communities through research, economic development and consultative services.

### Program Goals and Objectives

The major educational goal at the program level is to provide graduates with the foundational business knowledge to make informed, creative, ethical decisions with the skills and abilities necessary to lead organizations. Specific program goals are listed below.

#### BS Degree:

1. **Written Communication:** Students will communicate effectively in writing to include coherence, clarity, conciseness, appropriate grammar, spelling, writing style, and presentation.
2. **Oral Communication:** Students will speak with professionalism, confidence, and authority; maintain appropriate eye contact; use visual aids effectively, and speak with appropriate grammar using language appropriate to the audience.
3. **Technology:** Students will use technology appropriately to communicate, calculate, and present concepts and data. Such use is includes, but is not limited to, the use of Microsoft Excel, Access, PowerPoint and Word.
4. **Critical Thinking:** Students will use critical thinking skills to make decisions including the identification of an issue in context, analysis of appropriate supporting evidence, integration of various positions, identification and assessment of conclusions, implications and consequences of decisions.

5. Ethics: Students will utilize a framework of ethical decision making to include the identification of facts, ethical issues, stakeholders, alternative actions, consequences of actions, and monitoring of decision outcomes. Students will also identify the ethical model/theory that supports the chosen decision.
6. Business Knowledge: Students will demonstrate general business knowledge of accounting, information technology, economics, management, marketing, international business, finance, legal and social environment and quantitative business analysis.

#### MAcc Degree:

1. Knowledge: Students will apply appropriate professional knowledge to a) develop and measure, b) analyze, and c) communicate financial and other business information.
2. Critical Thinking and Professional Judgment: Students will apply critical thinking skills and professional judgment to solve problems and make decisions in a business setting.
3. Research: Students will demonstrate an ability to find and communicate answers to accounting and tax questions by using the appropriate tools to conduct research in original sources of accounting and tax standards.
4. Communication: Students will demonstrate an ability to communicate effectively orally and in writing.
5. Ethics and Professional Responsibility: Our students will understand the importance of business ethics and professional responsibility when solving problems and making decisions.

#### MBA Degree:

1. Teamwork and Leadership: Our students will demonstrate the ability to lead and productively participate in group situations.
2. Knowledge Application: Our students will be able to apply quantitative and qualitative knowledge to solve problems and make decisions.
3. Ethics: Students will understand the role of business ethics when solving problems and making decisions.
4. Oral Communication: Students will demonstrate an ability to use oral communication effectively.
5. Written Communication: Students will demonstrate the ability to communicate effectively in writing.

#### Assessment Methodology

Goal Assessment Teams (GATs) are responsible for the assessment of each learning goal. Each cross-disciplinary GAT is made up of 4 to 6 faculty members. GATs determine the methodology of

assessment, implement the assessment, and report data, along with recommendations for process and/or learning improvement. Each learning goal is assessed, using a variety of faculty-developed rubrics, with course-embedded assignments within one or more of the core courses of each degree program, including the Bachelor of Business Major Field Test (MFT), administered biannually in the capstone course for the BS degree, with the Business Knowledge GAT leading the implementation of this exam.

#### Time Line

Each learning goal is assessed at least twice in a five-year period. Within one semester of collection of student artifacts and/or administration of MFT, data will be disseminated to the faculty for the development and implementation of action plans.