

University of Puerto Rico
Mayagüez Campus
College of Business Administration

***College of Business Administration
Student Learning Assessment Plan***

Approved on May 13, 2004

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Student Learning Assessment Plan

Vision

...To be the best option in Business Administration in Puerto Rico for the best students, professors and recruiters.

Mission

The College of Business Administration exists to develop an ethical professional for the business world that is able to make significant contributions to enterprise or to create his/her own business. We will facilitate the teaching and learning process and will transform the undergraduate and graduate student into a complete professional, with research and critical analysis abilities, innovative, creative, with an entrepreneurial spirit, leader and with interest in participating in the community. As a College we develop research and dissemination activities focused in the needs of Puerto Rico and the Caribbean.

Culture

With the purpose of creating and maintaining an organizational culture that supports our vision and mission the College of Business Administration:

- Promotes pedagogical approaches that facilitate teaching and learning.
- Maintains undergraduate and graduate curricula that encourage practical experience and are up-to-date with technological and global changes, allowing for competitive differentiation.
- Sponsors active student organizations that encourage leadership and participative citizenship.
- Develops a learning community with common goals, willing to support and serve other faculties within the UPR system and the Caribbean.
- Encourages processes that promote effective communication with our stakeholders.
- Values honesty, service and quality
- Encourages an organizational culture that procures excellence through a responsive administration with minimum bureaucratic processes, with an environmental conscience for business.
- Supports teamwork.
- Encourages the continuous improvement of our faculty.

Educational Goals

The academic programs at College of Business Administration at UPR - Mayagüez are intentionally designed and continuously revised to help students achieve the following educational goals.

1. Interpersonal Skills
 - a. Communication skills
 - i. Oral and Written / English and Spanish
 - b. Team-work skills
 - c. Conflict Resolutions skills
 - d. Leadership
 - e. Emotional Intelligence
2. Information Technology Skills
3. Ethical and Professional Behavior
4. Supervisory Skills
5. Research Skills
6. Entrepreneurship
7. Business management knowledge and skills with national and international perspective
8. Problem Solving – Analytical skills
9. Project Management
10. Business Option - Related Competencies (Skills, Knowledge and Abilities)
 - a. Accounting
 - b. Computerized Information Systems
 - c. Finance
 - d. Human Resources
 - e. Marketing
 - f. Operations Management

Alignment with UPRM's Institutional Educational Goals

These goals are strategically aligned with UPRM's educational goals as depicted in the following table.

<i>UPRM's Educational Goals</i>	<i>CBA's Educational Goals</i>
Communicate effectively.	Interpersonal relations
Identify and solve problems, think critically, and synthesize knowledge appropriate to their discipline.	Research Skills
Apply mathematical reasoning skills, scientific inquiry methods, and tools of information technology.	Problem Solving

Apply ethical standards.	Ethical and Professional Behavior
Recognize the Puerto Rican heritage and interpret contemporary issues.	Business management knowledge and skills with national and international perspective
Appraise the essential values of a democratic society.	
Operate in a global context, relate to a societal context, and demonstrate respect for other cultures.	Business management knowledge and skills with national and international perspective
Develop an appreciation for the arts and humanities.	
Recognize the need to engage in life long-learning.	

Academic Programs

To achieve these educational goals the College of Business Administration offers a program of studies leading to a **Bachelor of Science degree in Business Administration** with options in the fields of **Accounting, Computerized Information Systems, Finance, Industrial Management, Marketing, and Organizational Studies**. It also offers a Bachelor's degree in **Office Administration**.

The curriculum is divided into three main areas: general education, core courses in business administration and courses in the option of choice. The first two areas are applicable to most business Options while the last one aims to provide students with an in-depth study in the preferred area of study within the College of Business.

The program is designed around the basic idea that at the undergraduate level it is necessary to expose the student to as many areas of business knowledge as possible. Following this philosophy, the program requires between 65 and 68 credits in business core subjects.

Rationale and Purpose of the Student Learning Assessment Plan

The College of Business Administration at UPRM has undertaken the task of developing and implementing this ***Student Learning Assessment Plan*** in order to:

- Know the effectiveness of the teaching and learning process in the acquisition of the intended competencies as defined by the College of Business Administration (COBA).
- Assess the skills, knowledge, and abilities in general business and major-related areas of our students from the time of registration to the time of graduation.

Intended Audiences

We intend to communicate our assessment results to the following audiences:

- **Prospective Students**
Message: “We regularly assess our students’ performance, and provide them with information and guidance which assists in their success in college.”
Media: School Visits Ad-Hoc Committee, COBA’s Brochures, COBA’s Website, COBA’s Open House, UPRM’s Website
- **Current and Prospective Employers**
Message: “Our students are regularly assessed to ensure they acquire the required competencies to perform successfully in the business environment.”
Media: Annual Reports to industry, COBA’s Brochures, COBA’s Website, presentations in professional conferences, Job Fair.
- **Current Students**
Message: “We regularly assess our students’ performance, and provide them with information and guidance which assists in their success in college.”
Media: In classroom, COBA’s Website, Student Council, Student Associations, COBA’s newsletter (*La Voz Empresarial*).
- **MSCHE, Council of Higher Education, AACSB**
Message: “We regularly assess student learning and use that information for continuous program improvement.”
Media: Self-study Reports, Institutional Research Office, COBA’s Annual Report.
- **University Decision-Making Bodies**
Message: “We regularly assess student learning and use that information for program improvement and internal decision-making processes.”
Media: COBA’s Annual Report, Academic Senators, Faculty Representative in UPRM Administrative Board, COBA’s Dean.

- **Government, Funding Agencies and Sponsors**
Message: “We regularly assess our programs and administrative processes to assure we have met the required compliance guidelines by the agencies.”
Media: COBA's Annual Report, Grants' Reports

- **Current and Prospective Faculty**
Message: “We regularly assess our student learning to assure quality of the teaching and learning process.”
Media: Faculty meetings, COBA's Website, COBA's Annual Report, OAT's Reports.

- **Academic Affairs Committee**
Message: “We regularly assess our student learning to assist in the curricular revision process.”
Media: OAT's Reports.

- **Dean of the College of Business Administration**
Message: “We regularly assess student learning and administrative processes to assure quality of the teaching and learning process.”
Media: OAT's Reports.

Educational Goals and Criteria

The academic programs at College of Business Administration at UPR - Mayagüez are intentionally designed to help students achieve the following educational goals.

Goal #1: Interpersonal Skills: (team work, leadership, empathy, diversity management, valuing diversity, conflict management, communication)

- Goal Type: Values and Attitudes
- Goal Statement: ***“The students will apply interpersonal relations concepts and techniques to personal and professional situations.”***
- What is to be Learned: Human relations concepts and techniques
- Level of Learning: Level 3 - Application
- Application of Learning: To personal and professional situations

Goal #2: Information Technology Skills

- Goal Type: Cognitive Skills
- Goal Statement: - ***“The students will use the appropriate software packages and hardware as a working tool in the daily operations of a business”.***
- What is to be Learned: The appropriate computer hardware and software.
- Level of Learning: Level 3 - Application
- Application of Learning: To solve business related problems

Goal #3: Ethical and Professional Behavior

- Goal Type: Values and Attitudes
- Goal Statement: ***“The students will apply ethical and professional principles to address business issues”.***
- What is to be Learned: Ethical and professional principles.
- Level of Learning: Level 3 - Application
- Application of Learning: To address business issues.

Goal #4: Supervisory Skills: Employee and self motivation, ability to delegate, time management, goal setting and achievement, performance evaluation, etc.

- Goal Type: Cognitive Skills
- Goal Statement: ***“The students will utilize general supervisory skills within the work environment.”***
- What is to be Learned: General supervisory skills. (Technical, conceptual and interpersonal skills).
- Level of Learning: Level 3 - Application
- Application of Learning: Within the work environment

Goal #5: Research skills

- Goal Type: Cognitive Skills
- Goal Statement: ***“The students will apply the scientific method to detect, analyze, and propose solutions to address business related problems”.***
- What is to be Learned: The Scientific Method
- Level of Learning: Level 3 - Application
- Application of Learning: To business related problems

Goal #6: Entrepreneurship – (Innovation, business plan development)

- Goal Type: Cognitive Skills
- Goal Statement: ***“The students will recognize and evaluate opportunities for self employment”.***
- What is to be Learned: The basic skills, knowledge and abilities of entrepreneurship.
- Level of Learning: Level 6 - Evaluation
- Application of Learning: To recognize and evaluate opportunities for self employment.

Goal #7: Business management knowledge and skills with national and international perspective

- Goal Type: Cognitive Skills
- Goal Statement: ***“The students will apply general business management practices with a global mindset”.***
- What is to be Learned: Business principles and practices in a global context.
- Level of Learning: Level 3 - Application
- Application of Learning: When managing an organization

Goal #8: Problem Solving

- Goal Type: Cognitive Skills
- Goal Statement: ***“The students will solve business problems applying the rational model for problem-solving, utilizing quantitative and qualitative decision making techniques.”***
- What is to be Learned: Rational model for problem solving and quantitative and qualitative decision-making techniques.
- Level of Learning: Level 6 - Evaluation
- Application of Learning: To solve business problems

Goal #9: Project Management

- Goal Type: Cognitive Skills
- Goal Statement: ***“The students will formulate, design, and manage a specific project utilizing the different strategies and methodologies to achieve the expected results.”***
- What is to be Learned: Project Management strategies and methodologies.
- Level of Learning: Level 5 - Design
- Application of Learning: To formulate, design and manage business projects

Goal #10: Business Major-Related Knowledge, Skills and Abilities

- Goal Type: Subject Knowledge
- Goal Statement: ***“The students will apply the skills, knowledge and abilities pertaining to their specific major when managing business organizations.”***
- What is to be Learned: Skills, knowledge and abilities pertaining to their specific major.
- Level of Learning: Level 6 - Evaluation
- Application of Learning: To the management of business organizations

Enabling Educational Experiences

The following are specific curricular and extracurricular educational experiences that the College of Business Administration offers to enable students to attain each of the educational goals.

Goal #1 - “The students will apply *interpersonal relations concepts and techniques* to personal and professional situations.”

Course/Experience	Level of Learning	Application of Learning
GERH 4006 – Princ. of Mgmt	Application	Business Situations
GERH 4008 - Intro. to Personnel Adm.	Application	Business and personal situations
GERH 4025 - Organizational Behavior	Application	Business situations
Participation in Student Associations	Application	Professional situations
Team projects in several courses	Application	

Goal #2 - “The students will use the **appropriate software packages and hardware** as a working tool in the daily operations of a business”.

Course/Experience	Level of Learning	Application of Learning
ADMI 3007 - Intro. to Data Processing	Application	Business related problems
ESTA 3001- 3002 - Business Statistics	Application	Business related problems
CONT 3005-3006 - Elementary Accounting	Application	Accounting problems
Internship/COOP	Application	Job Experience
Computer-assisted courses	Application	
Assigned projects in several courses.	Application	

Goal #3 - “The students will apply *ethical and professional principles* to address business issues.”

Course/Experience	Level of Learning	Application of Learning
Integrated in all courses – (chapters/assignments /Guest Speakers)	Application	Personal and business issues
ADMI 4016 Organizational Env.	Application	Personal and business issues

ADMI 4001-4002 - Business Law I-II	Application	Personal and business issues
Conferences and seminars sponsored by COBA		

Goal #4 - "The students will utilize general *supervisory skills* within the work environment."

Course/Experience	Level of Learning	Application of Learning
GERH 4006 – Princ. of Mgmt	Application	Work environment
GERH 4008 Intro. to Personnel Adm.	Application	Work environment
Team-projects in several courses	Application	

Goal #5 - "The students will *apply the scientific method* to detect, analyze, and propose solutions to address business related problems."

Course/Experience	Level of Learning	Application of Learning
ESTA 3001 - 3002 - Bus Statistics I	Application	Business related problems
MATE 3049 - Mathematical Analysis	Application	
ADMI 4057 , FINA 4040 and Other Seminar Courses	Application	
FINA 4040 - Current Financial Trends	Application	

Goal #6 - "The students will *recognize and evaluate opportunities for self employment.*"

Course/Experience	Level of Learning	Application of Learning
Elective Courses on Entrepreneurship	Application	
Certificate of Entrepreneurship	Evaluation	
Student Organizations such as: Professional Bus. Students /CEO	Application	
Entrepreneurship course proposed in Curriculum Revision		

Goal #7 - “The students will apply *general business management practices with a global mindset*”.

Course/Experience	Level of Learning	Application of Learning
ADMI 4016 – Organizational Environments	Application	Business case studies
GERH 4026 - Administrative Policy	Application	Business case studies
FINA 4029-4035 Financial Markets I and II	Application	
GERH 4006 Principles of Management	Application	
Integrated in all major courses	Application	

Goal #8 – “The students will *solve business problems applying the rational model for problem-solving*, utilizing quantitative and qualitative decision making techniques”.

Course/Experience	Level of Learning	Application of Learning
ESTA 3001 – 3002 - Business Statistics	Evaluation	Business problems
GERE 4007 or 4021 and 4022 Production Mgmt.	Evaluation	Management problems
FINA 3006 - Business Finance	Evaluation	Business problems
CONT 4006 – Managerial Acc. or CONT 4035 - Cost Accounting	Evaluation	Business problems
GERH 4026 - Administrative Policy	Evaluation	Business problems

Goal #9 – “The students will *formulate, design, and manage a specific* project utilizing the different strategies and methodologies to achieve the expected results”.

Course/Experience	Level of Learning	Application of Learning
ADMI 4085 - Project Mgmt (Proposed to become a required course)	Application	Business related problems
Certificate of Project Management	Evaluation	Business related problems

Goal #10 – “The students will apply the *skills, knowledge and abilities pertaining to their specific major* when managing business organizations”.

Course/Experience	Level of Learning	Application of Learning
Major Courses in CONT,GERE, GERH, MERC, FINA, SICI, ADOF	Evaluation	Business organizations

ASSESSMENT INSTRUMENTS AND MEASURES

The College of Business Administration will be assessing these Educational Goals at the entry level, at midpoint and at the exit level of our students’ academic studies.

Entry-Level Assessment

Incoming freshmen will be assessed in regards to their previous knowledge of business on their first semester of study. For this purpose a diagnostic test will be developed by an ad-hoc committee with representatives of each of the academic programs. This test shall be administered as part of the Freshman Course (UNIV) offered by the Orientation Department of the Deanship of Student Affairs. This assessment is scheduled to begin in August 2004.

Also, the Outcomes Assessment Team will be conducting entry-level assessment using the College Board and Advanced Placement scores obtained by incoming freshmen.

Mid-point-Level

The progress of each student in developing COBA’s Educational Goals will be assessed at the midpoint of their academic studies. “Mid-point” has been defined as having approved specific core courses and having completed 50% of the required credits of each academic option. The Outcomes Assessment Team has been charged to develop the specific assessment strategies and instruments to be used at the mid-point level in order to conduct a first assessment cycle during the 2004-05 academic year.

Exit-Level

The level of achievement of COBA’s Educational Goals will be assessed during the senior year of our students. This will be conducted using both, course embedded assessment and program level assessment. Specific assessment strategies and instruments will be developed in time to conduct a first assessment cycle with graduates of the 2004-05 academic year.