

ASSESSMENT PLAN FOR B.S.B.A.

Period: Academic years 2019-2020 to 2023-2024 (Five year plan - the fifth year, 2023-2024, is for analysis)

BSBA Program	Outcomes What?	Competencies How?	Where to Measure?	Responsible Unit Who?	Performance Measurements Means/Instruments	Performance Indicators	Measurement Date	Comments
Accounting	Apply the generally accepted accounting principles when communicating financial information.	Apply the five steps involved in the revenue recognition process as established by the FASB authorities and the IFRS standards	CONT 3007 Intermediate Accounting I	Faculty Members	Course embedded/ Direct/Internal	At least 70% of students will score 70% or more on assessment rubric	Fall Semester	
		Record financial transactions and complete the accounting cycle.	CONT 3011 Financial Accounting Principles I	Faculty Members	Course embedded/ Direct/Internal	At least 70% of students will score 70% or more on assessment rubric	Fall Semester	Faculty members would identify students in the accounting majors
		Use financial information to make business decisions	CONT 3012 Financial Accounting Principles II	Faculty Members	Course embedded/ Direct/Internal	Students will score 70% or more on assessment rubric	Spring Semester	Faculty members would identify students in the accounting majors
	Understand the nature of audit risk and an auditor's responsibility to detect financial statements misstatements and noncompliance with laws and regulations	Demonstrate knowledge of the overall objectives of the Independent Auditor and the Generally Accepted Auditing Standards	CONT 4017 Auditing	Faculty Members	Course embedded/ Direct/Internal	At least 70% of students will score 70% or more on assessment rubric	Spring Semester	
Computerized Information Systems	Create a computer application to address a business need.	Construct a computer application according to specifications provided.	SICI 3029 Programming Fundamentals for Business	Faculty Members	Course embedded/ Direct/Internal	70% of students will score 70% or more on the rubric.	Fall Semester	
Human Resources Management	Students will apply principles, practices, and laws related to compensation and benefits management	Apply proper laws and regulations for the computation of compensation and benefits.	GERH 4019 Compensation Management	Faculty Members	Course embedded/ Direct/Internal	70% of students will score 70% or more on assessment rubric	Fall Semester	
	Students will understand and apply principles and practices related to local and global issues on Labor Law	Use and understand the basic legal vocabulary of employment law	GERH 4017 Comparative Labor Law	Faculty Members	Course embedded/ Direct/Internal	70% of students will score 70% or more on assessment rubric	Spring Semester	
	Students will apply principles and practices related to job analysis for selection purposes	Evaluate information on a job for selection purposes	GERH 4015 Workforce Planning and Employment	Faculty Members	Course embedded/ Direct/Internal	70% of students will score 70% or more on assessment rubric	Fall Semester	

Beginning
Spring 2022

BSBA Program	Outcomes What?	Competencies How?	Where to Measure?	Responsible Unit Who?	Performance Measurements Means/Instruments	Performance Indicators	Measurement Date	Comments
Operation Management	Understanding of decision making tools used in management operations	Apply decision making tools to support operations management decisions	GERE 4008 Quantitative Methods for Management	Faculty Members	Course embedded/ Direct/Internal	70% of students will score 70% or more on assessment rubric	Fall Semester	
	Understand concepts of supply chain management in a global economy	Apply concepts of supply chain management from a global perspective	GERE 4045 Supply Chain Management	Faculty Members	Internal Case analysis	70% of students will score 70% or higher	Fall Semester	
Finance	Students will apply quantitative analysis techniques to solve business problems	Apply financial theories for financial planning, capital structuring and budgeting	FINA 4069 Integrative Finance	Faculty Members	FIN Game Simulation	75% of students will score 70% or higher	Every Semester*	*Due to the few students enrolled in class, assessment will be administered in both periods but results should consolidated
		Apply forecasting, planning and control techniques to solve business problems	FINA 4069 Integrative Finance	Faculty Members	FIN Game Simulation	75% of students will score 70% or higher	Every Semester*	*Due to the few students enrolled in class, assessment will be administered in both periods but results should consolidated
	Apply theories of portfolio simulation	FINA 4037 Financial Investment Management	Faculty Members	Internal/Financial Simulation	75% of students will score 70% or higher	Fall Semester		
	Students Apply analytical techniques to solve business problems	Apply ratio analysis techniques to evaluate the firms financial situation	FINA 3016 Business Analysis using Financial Reports	Faculty Members	Internal/Course Embedded	70% of students will score 70% or higher	Spring Semester	
Marketing	Explain how to develop a target market and apply a customer-driven marketing mix	Students will apply marketing skills to make marketing decisions	COMP XM	Faculty Member	External/Direct	Students should achieve an average score of 70% or higher.	Spring Semester	
	Marketing Students will apply theoretical concepts to the development of an integrated marketing communications plan for a local business owner	Students will demonstrate proficiency in understanding and evaluating a local business, marketing strategies to develop and implement an integrated marketing communications plan in the local context.	MERC 4230 Integrated Marketing Communications	Faculty Members	Course embedded/ Direct/Internal	Students will score 70% or more on a course embedded exercise.	Spring Semester	

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Functional Areas	Students will demonstrate functional knowledge in operating a Company	Apply business knowledge in operating a business Company	ADMI 4018 Strategic Management	Faculty Members	External/Comp XM	Students will be above of the national average level in the Comp XM Simulation	Spring Semester	Benchmarking
						Students will achieved an average of 70% or more in the Comp XM		
CPCs	Students will demonstrate proficiency in the multidisciplinary subject matter representative of undergraduate business education	Demonstrate business knowledge for the following CPCs: Accounting, Economics, Management, Quantitative Business, Information Systems , Finance, Marketing, Legal and Social Environment and International Issues.	MFT Estandarized Test	OAA	External	Students will achieved an average of 70% or more in each of the CPCs in the test	Spring Semester	Students Enrolled in Capstone Course (ADMI 4018)
						50th percentile of national norms		
CPC/Communication Skills	Communicate effectively with others utilizing proper forms of communication methods	Demonstrate proficiency in listening, writing, oral and presentation skills	ESPA 3215 Expression and Communication	Faculty Members	Course embedded/ Direct/Internal	Students will score 70% or more on a course embedded exercise.	Fall Semester	
		Students will be satisfied with the Communications Skills obtained in the BSBA/ADOF program	Satisfaction Questionnaire	OAA/ OAE	Indirect Internal	80% of the Students will be very satisfied and satidfied with the communication Skills obtained in the BSBA program	Spring Semester Graduation Students	
CPC/Technology	Use technological applcations to solve real problems and judge their results	Students will be satisfied with the technological skills obtained in the BSBA/ADOF program	Satisfaction Questionnaire	OAA/ OAE	Indirect Internal	80% of the Students will be very satisfied and satidfied the technologcal Skills obtained in the BSBA program	Spring Semester Graduation Students	

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CPC/Ethics	Promote ethics and social responsibility	Students will be satisfied with how the BSBA/ADOF program promotes ethics and professional responsibility	Satisfaction Questionnaire	OAA/ OAE	Indirect Internal	80% of the Students will be very satisfied and satisfied in how the BSBA program promotes their ethics and professional responsibility	Spring Semester Graduation Students	
	Internship and Coop students will demonstrate proficiency in the program related entry-level skills and general education skills	Employers for the PIPC will report that students demonstrate proficiency in the program related entry-level skills	PIPC	PIPC report	External/Employers surveys	80% of the Employers will rate the students between Very Good and Good		