

ASSESSMENT PLAN FOR B.S.B.A. (AMENDMENT II - Fall 2025)
Period: Academic years 2024-2025 - 2028-2029 (Five year plan - the fifth year, 2028-2029, 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 4018 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	
		Use financial information to make business decisions.	CONT 3012 Financial Accounting Principles II	Faculty Members	Course embedded/ Direct/Internal	At least 50% of students will score 70% or more on assessment rubric.	Spring Semester	
	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	Students will work on a project in which they will create relevant diagrams to depict the system's logical view and prepare supporting documentation.	Analyze a real-life business scenario to identify IS-related processes, problems and opportunities in the organization.	SICI 4046 Informations Systems Analysis and Design	Faculty Members	Course embedded/ Direct/Internal	70% of students will score 70% or more on the rubric.	Spring Semester	
	Develop a functional application (or fully functional prototype) that meets user needs and IS/IT requirements.	Define appropriate computing/ technological requirements. Implement an appropriate computing/technological solution to a business problem (e.g., a prototype).	SICI 4097 Systems Development	Faculty Members	Course embedded/ Direct/Internal	70% of students will score 70% or more on the rubric.	Spring Semester	
Human Resources Management	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, 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	
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 Problem Solving Test	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	

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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	Case Analysis (cases will be approved by Finance Faculty)	75% of students will score 70% or higher.	Every Spring Semester (starting Spring 2025)	
		Apply forecasting, planning and control techniques to solve business problems.	FINA 4069 Integrative Finance	Faculty Members	Case Analysis (cases will be approved by Finance Faculty)	75% of students will score 70% or higher.	Every Spring Semester (starting Spring 2025)	
		Apply theories of portfolio simulation.	FINA 4037 Financial Investment Management	Faculty Members	Course Embedded StockTrak Simulation	75% of students will score 70% or higher.	Every other Fall Semester (starting on Fall 2025)	
	Students Apply analytical techniques to solve business problems.	Apply ratio analysis techniques to evaluate the firm's financial situation.	FINA 3016 Business Analysis using Financial Reports	Faculty Members	Course Embedded Analysis of Company's Financial Statements	70% of students will score 70% or higher.	Spring Semester (starting Spring 2024)	
Marketing	The students will demonstrate their understanding, learning, and implementation of the IMC course by evaluating a local business.	Students will create strategies to develop and implement an integrated marketing communications plan in a local context and a real environment.	MERC 4230 Integrated Marketing Communications	Faculty Members	Course embedded/ Direct/Internal	75% of students in the course will pass the tool with a score of 70% or higher.	Spring Semester	
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	70% of students will score above of the national average level in the Comp XM Simulation.	Spring Semester	Benchmarking
						70% of students will score 70% or more in the Comp XM.		
CPC/Communication Skills	Communicate effectively with others utilizing proper forms of communication methods.	Demonstrate proficiency in writing, oral and presentation skills.	ADMI 4039 Business Research Methods	Faculty Members	Course embedded/ Direct/Internal	70% of students will score 70% or more on a course embedded exercise.	Fall Semester (starting on Fall 2026)	
		Students will be satisfied with the Communications Skills obtained in the undergraduate programs.	Students Satisfaction Questionnaire	OAA/ OAE	Indirect/Internal	80% of students will be very satisfied and satisfied with the communication Skills obtained in the program.	Spring Semester Graduation Students	
		Employers will evaluate the ability of students to communicate effectively in a professional setting.	Job Fair Employer Questionnaire	Career Development Office (CDO) Report	Indirect/Internal	80% of employers will rate the students' communication skills as Very High or High in professional conversations.	Fall and Spring Semester	The results will be reported in spring.
CPC/Technology	Use technological applications to solve real problems and judge their results.	Students will be satisfied with the technological skills obtained in the undergraduate programs.	Students Satisfaction Questionnaire	OAA/ OAE	Indirect/Internal	80% of students will be very satisfied and satisfied with the technological Skills obtained in the program.	Spring Semester Graduation Students	

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CPC/Ethics	Promote ethics and social responsibility.	Students will be satisfied with how the undergraduate programs promotes ethics and professional responsibility.	Students Satisfaction Questionnaire	OAA/ OAE	Indirect/Internal	80% of students will be very satisfied and satisfied in how the BSBA program promotes their ethics and professional responsibility.	Spring Semester Graduation Students	
Employers	Internship and Coop students will demonstrate proficiency in the program related entry-level skills and general education skills.	Employers for the Career Development Office (CDO) will report that students demonstrate proficiency in the program related entry-level skills.	Internship Program Employer Questionnaire	Career Development Office (CDO) Report	Indirect/Internal	80% of employers will rate the students between Excellent and Very Good.	Summer, Fall and Spring	The results will be reported in spring.
	Students will demonstrate high-quality performance and professionalism in job-related activities.	Employers will assess the overall quality and professionalism of students during the job fair.	Job Fair Employer Questionnaire	Career Development Office (CDO) Report	Indirect/Internal	80% of employers will rate the overall quality of students participating in the job fair as Very High or High.	Fall and Spring Semester	The results will be reported in spring.
Alumni	Evaluate the overall effectiveness of CBA’s educational program in preparing alumni for professional success by assessing their satisfaction, skill development, and the long-term impact of the curriculum and networking opportunities.	Measure alumni’s satisfaction with the academic program, perceived readiness for leadership roles, the impact of networking opportunities, and the alignment of the program’s curriculum with real-world job market demands.	Alumni Feedback Questionnaire	OAA/OAE	Indirect/Internal	70% of alumni report being very satisfied and satisfied with the academic preparation received.	Spring Semester every three years	*Starting on Spring 2026*
						70% of alumni report the academic program fully and mostly prepared to take on leadership roles.		
						70% of alumni report that networking opportunities built during the program had a positive impact on their career.		
						70% of alumni report that the program’s curriculum was aligned with current market trends.		
Amendments approved in the faculty meeting on October 28, 2025: The amendment consisted of removing the course ESPA 3215 from the assessment plan. This course will be replaced by ADMI 4039 starting in Fall 2026.								