

BSAD 70 Business Mathematics			Fall 2010 - O'Connor
	Student Learning Outcome	Assessment	Results
A	Perform basic ten-key touch operations using an electronic calculator	This will be assessed by an exam.	Adding, subtracting, subtotaling questions, evaluated for accuracy resulted in 29 of 31 students (all completing test one) succeeding with this outcome. 93.55%
B	Calculate discounts, markups, percents and prorate	This will be assessed by an exam.	Comprehensive Test Two included questions 30-35 (Percents) Comprehensive Test Two question 1-4 and 5-8 (Payroll), Question 16, 17 (Markups), 22-27 (Prorating). 87.10%
C	Perform banking, depreciation, and payroll calculations	This will be assessed by an exam.	Comprehensive Test Two: Questions 5-8 Payroll (87%) 1-4 Banking (89%),
D	Calculate and explain mortgage types, installment payments and amortization	This will be assessed by an exam.	Comprehensive Test Two: Questions 1-8 Payroll (87%) 1-4 Banking (89%), 18-21 Installments (83%) Comprehensive Test One Question Ammortization 49 and 50 (90%)
E	Calculate cost of inventory using different methods	This will be assessed by an exam.	Comp Two Question 32-37 (83%)
F	Define corporate investment, shares of stock, shareholders, dividends, and stock exchange	This will be assessed by an exam.	Test Five 25 of 31 Succeeded 80.65%
G	Explain and calculate simple, compound, true interest,	This will be assessed by an exam.	Test 6/7 25 of 31 succeeded 80.64%
H	Identify and Convert between International System of Measurement Units (SI) and units of the U.S. Customary System (USCS)	This will be assessed by an exam.	Test 6/7 27 of 31 succeeded 87.10%

BSAD 72 Introduction to Accounting			Spring 2010 O'Connor
	Student Learning Outcome	Assessment	Analysis
A	Explain, identify and record, increases and decreases in General Ledger accounts.	This will be assessed by a project, scored with a rubric.	Comprehensive Project Two: One month accounting cycle including special journals, posting to General Ledger, Worksheet, Balance Sheet, Income Statement, Statement of Owners Equity 23 successfully completing out of 25 responses. 92%
B	Accurately prepare documents in the "Accounting Cycle".	This will be assessed by a project, scored with a rubric.	Comprehensive Project Two: One month accounting cycle including special journals, posting to General Ledger, Worksheet, Balance Sheet, Income Statement, Statement of Owners Equity 23 successfully completing out of 25 responses. 92%

C	Accurately process source documents.	This will be assessed by a project, scored with a rubric.	Comprehensive Project One: 92%
D	Prepare and record information.	This will be assessed by a project, scored with a rubric.	Comprehensive Project Two: One month accounting cycle including special journals, posting to General Ledger, Worksheet, Balance Sheet, Income Statement, Statement of Owners Equity 23 successfully completing out of 25 responses. 92%
E	Analyze and accurately record closing transactions.	This will be assessed by a project, scored with a rubric.	Comprehensive Project Two: One month accounting cycle including special journals, posting to General Ledger, Worksheet, Balance Sheet, Income Statement, Statement of Owners Equity 23 successfully completing out of 25 responses. 92%

- BSAD 80 Special Topics
- BSAD 81 Special Topics
- BSAD 83 Special Topics
- BSAD 86 Special Topics

<b>BSAD 100 Introduction To Business</b>		<b>Fall 2010 - Hightower</b>
<b>Student Learning Outcome</b>	<b>Assessment</b>	<b>Analysis</b>

A	Analyze and evaluate the ethics of a business decision.	This will be measured with a case study scored with a rubric.	You own a tax-preparation company with 10 employees who prepare tax returns. In walking around the office, you notice that several of your employees spend a lot of time making personal use of their computers, checking personal e-mails or shopping online. After doing an Internet search on employer employee computer monitoring, respond to these questions: Is it unethical for your employees to use their work computers for personal activities? Is it ethical for you to monitor computer usage? Do you have a legal right to do it? If you decide to monitor computer usage in the future, what rules would you make, and how would you enforce them? Fall 2010 (84 responses, 7 below 80%, 7 non-submittals) Spring 2011 (58 responses, 9 below 80%, 2 non-submittals)
B	Explain the economic basis for international business.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	What role do balance of trade, trade surplus, and trade deficit play in a nation's economy? Fall 2010 (73 responses, 11 below 80%) Spring 2011 (49 responses, 3 below 80%, 4 non-submittals)
C	Compare and contrast the primary forms of business ownership.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	Identify and define three types of business ownership. Fall 2010 (73 responses, 4 below 80%) Spring 2011 (49 responses, 1 below 80%, 0 non-submittals)
D	Describe the major functions of management and organizational structure.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	Identify the three levels of management in a typical organization and briefly describe the responsibility of manager at each of these levels. Fall 2010 (73 responses, 7 below 80%) Spring 2011 (49 responses, 3 below 80%, 0 non-submittals)
E	Summarize the process of recruiting, selecting, and motivating employees.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	Done in discussion
F	Identify and describe the four P's of marketing.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	Identify and describe the four Ps in the marketing mix. Fall 2010 (73 responses, 4 below 80%) Spring 2011 (49 responses, 1 below 80%, 2 non-submittals)

G	Explain the nature of accounting and information systems.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	What two items does an income statement show? Fall 2010 (73 responses, 12 below 80%) Spring 2011 (49 responses, 4 below 80%, 1 non-submittals)
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BSAD 101 Financial Accounting			Fall 2010 - Porter & Smith
	Student Learning Outcome	Assessment	Analysis
A	Identify and analyze the users and uses of accounting including the impact of transactions on accounts.	This will be measured by a project and scored with a rubric.	
B	Identify and execute the steps in the accounting cycle and analyze the impact on financial statements.	This will be measured by a project and scored with a rubric.	
C	Explain accrual accounting, cash flows, cash control procedures, and inventory costing methods for a merchandising company.	This will be measured by a project and scored with a rubric.	
D	Report and analyze receivables and liabilities.	This will be measured by a project and scored with a rubric.	

BSAD 102 Managerial Accounting			Fall 2010 - Porter
	Student Learning Outcome	Assessment	Analysis
A	Identify and analyze major differences between managerial and financial accounting, analyze financial statements, various cost classifications, cost variances.	This will be assessed and scored with an examination.	
B	Identify and execute the steps in figuring contribution margin and break-even point.	This will be assessed and scored with an examination.	
C	Identify and analyze cost of goods manufactured and cost of goods sold; job-order costing and process costing, activity based costing, standard costing, production costing.	This will be assessed and scored with an examination.	
D	Identify and execute the steps in preparing sales, production, overhead and expense budgets	This will be assessed and scored with an examination..	

BSAD 110 Introduction to Personal Finance			Spring 2010 - Hightower
	Student Learning Outcome	Assessment	Analysis
A	Analyze and explain the financial implications of career planning.	This will be measured with a case study scored with a rubric.	Students analysed and responded to a series of algorithmic scenario questions related to career planning. In the Spring Semester of 2011, 29 students participated. Of those, 24 (83%) scored 80% or higher.

B	Determine the time value of money.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	Students answered a series of algorithmic questions about various applications of the time value of money. In the Spring Semester of 2011, 28 students participated. Of those, 25 (89%) scored 80% or higher.
C	Identify and analyze the major tax features that affect all taxpayers.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	Students answered a series of algorithmic questions about various applications of federal taxes and tax planning. In the Spring Semester of 2011, 27 students participated. Of those, 25 (93%) scored 80% or higher.
D	Plan a cash management strategy and a personal budget.	This will be measured with a case study scored with a rubric.	Students analysed and responded to a series of algorithmic scenario questions related to cash management and personal budgeting. In the Spring Semester of 2011, 28 students participated. Of those, 27 (96%) scored 80% or higher.
E	Compare and contrast the components of consumer loans and banking options.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	Students answered a series of algorithmic questions about various applications of consumer credit and banking. In the Spring Semester of 2011, 28 students participated. Of those, 24 (86%) scored 80% or higher.
F	Evaluate methods to control debt and make good buying decisions.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	Students answered a series of algorithmic questions about various applications of consumer debt and purchasing. In the Spring Semester of 2011, 26 students participated. Of those, 15 (58%) scored 80% or higher.
G	Analyze financial risk and understand the effects of insurance.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	Students answered a series of algorithmic questions about various applications of insurance. In the Spring Semester of 2011, 27 students participated. Of those, 23 (85%) scored 80% or higher.
H	Analyze investment choices and set investment goals.	This will be measured with a case study scored with a rubric.	Students analyzed many articles on the Motley Fool website and prepared written critiques of three and monitored two stock investments of their choice. In the Spring Semester of 2011, 26 students participated. Of those 24 (92%) scored 80% or higher.

BSAD 125 Computerized Accounting Practice			?
	Student Learning Outcome	Assessment	Analysis
A	Maintain accounting records using a computerized accounting program		
B	Apply the basic concepts of accounting principles while maintaining accurate records with the accounting program		
C	Transfer balances from a company's manual records to the computerized accounting system		
D	Manage accounts payable and receivable		
E	Perform daily banking tasks		
F	Manage inventory and set up an inventory control system		
G	Administer payroll functions		
H	Produce financial and accounting reports		

BSAD 131 Business Law			Fall 2010 - Damiano & Otteson
	Student Learning Outcome	Assessment	Analysis
A	Understand the legal system, legal ethics and the applicability in both State and Federal Courts.	The assessment will be by discussion and examination using rubrics for discussion and essay/short answer in the examinations.	
B	Discuss the impact of the American Legal System on business, employer, and employee relations (operating principles and activities); including leadership (CEO), management (line supervisors) functions, and employee functions.	The assessment will be by in-classroom discussion, examination-using rubrics for discussion and essay/short answer in the examinations.	
C	Recognize the importance of understanding Contract, Tort, Criminal and other statutory laws. examinations.	The assessment will be by in-classroom discussion and examination using rubrics for discussion and essay/short answer in the	
D	Define the elements of contracts, a contractual agreement, and the guidelines for the interpretation of contracts, which includes the nature or real and personal property.	The assessment will be by in-classroom discussion and examination using rubrics for discussion and essay/short answer in the examinations.	
E	Describe the common law and Uniform Commercial Code of Contracts.	The assessment will be by in-classroom discussion and examination using rubrics for discussion and essay/short answer in the examinations.	
F	Recognize the regulatory issues that affect the business environment and components of agency law.	The assessment will be by in-classroom discussion and examination using rubrics for discussion and essay/short answer in the examinations.	

BSAD 141 Human Relations in Business			Fall 2010 - Paiz
	Student Learning Outcome	Assessment	Analysis
A	Demonstrate an awareness of the importance of effective human relations in the business environment.	This will be assessed and scored by an exam.	

B	Differentiate between the concepts of personal, group, and organizational values, ethics, and cultures and describe their influence on performance and satisfaction in the workplace.	This will be assessed and scored by an exam.	
C	Explain the differences between interpersonal and organizational communication processes.	This will be assessed and scored by an exam.	
D	Recognize and apply the attributes of effective leaders and managers.	This will be assessed and scored by an exam.	

**BSAD 145 Business Communication** **Spring 2011 - O'Connor**

	<b>Student Learning Outcome</b>	<b>Assessment</b>	<b>Analysis</b>
A	Explain and apply the principles, techniques, and strategies of effective business communication and how to apply those principles at work, in teams, and in a multi-cultural business environment.	This will be assessed through a project and scored with a rubric.	
B	Prepare business communication including letters, reports, presentations, and other messages that are clear, concise, courteous, complete and grammatically correct.	This will be assessed by written assignments and scored with a rubric.	
C	Critique oral communication skills to determine effective techniques.	This will be assessed by written critique and scored with a rubric.	
D	Plan and produce visual aids using presentation software.	This will be assessed with a project and scored with a rubric.	
E	Identify appropriate strategies for resume writing including use of electronic media.	This will be assessed with a project and scored with a rubric.	
F	Practice effective business communication techniques in independent and group projects.	This will be assessed with a project and scored with a rubric.	

**BSAD 152 Managing Diversity in the Workplace** **Fall 2010 - Paiz**

	<b>Student Learning Outcome</b>	<b>Assessment</b>	<b>Analysis</b>
A	Identify and handle discriminatory, harassing or inappropriate conduct in the workplace	This will be assessed and scored by an exam.	
B	Assess the cost of inappropriate behavior in human, financial and performance terms	This will be assessed and scored by an exam.	
C	Perform a diversity audit that measures the level of diversity in the organization	This will be assessed and scored by an exam.	
D	Discuss a model for changing organizational culture and promoting or strengthening diversity in an organization	This will be assessed and scored by an exam.	
E	Design a recruitment and training program to meet diversity goals	This will be assessed and scored by an exam.	

**BSAD 155 Human Resources Management** **Spring 2011 - Levy**

	<b>Student Learning Outcome</b>	<b>Assessment</b>	<b>Analysis</b>
A	Demonstrate knowledge of human resources fundamentals, ethics, and the human resources environment.	This will be assessed and scored by an exam.	

B	Differentiate between effective human resource policies and procedures in recruitment, selection, performance appraisal, compensation management, safety and health, and employee discipline.	This will be assessed and scored by an exam.	
C	Explain the significance of the collective bargaining agreements in employee - management relations	This will be assessed and scored by an exam.	
D	Compare and contrast policies and procedures needed for human resource management in local vs. global organizations.	This will be assessed and scored by an exam.	

**BSAD 171 Introduction to Marketing**

**Spring 2011 - Levy**

	<b>Student Learning Outcome</b>	<b>Assessment</b>	<b>Analysis</b>
A	Demonstrate knowledge of marketing fundamentals and the marketing environment.	This will be assessed and scored by an exam.	
B	Differentiate between buyer behavior and target market selection.	This will be assessed and scored by an exam.	
C	Explain the relationships between and applications of the four P's (product, placement, promotion, and price)	This will be assessed and scored by an exam.	
D	Recognize and apply the principles of marketing management.	This will be assessed and scored by an exam.	

**BSAD 180 Small Business Management: Entrepreneurship**

**Fall 2010 - Teigen**

	<b>Student Learning Outcome</b>	<b>Assessment</b>	<b>Analysis</b>
A	Recognize and define the characteristics of the successful entrepreneur and their role in our economy and society.	This will be assessed and scored by an exam.	
B	Outline the process of creating a new business venture within the primary forms of small business ownership.	This will be assessed and scored by an exam.	
C	Recognize, discuss, and apply the legal, governmental, and financial issues associated with a starting and operating a small business.	This will be assessed and scored by an exam.	
D	Develop the major components of a small business plan.	This will be assessed and scored by an exam.	
E	Identify and describe the elements needed to manage the human, physical, financial, and information resources of a small business.	This will be assessed and scored by an exam.	

**BSAD 201 Business Ethics**

**Not in rotation**

	<b>Student Learning Outcome</b>	<b>Assessment</b>	<b>Analysis</b>
A	Discuss the concept of ethics and corporate social responsibility and their relevance in business.	This will be assessed and scored by an exam.	
B	Identify ethical business issues and develop an ethical framework to improve decision making in business and organizational performance.	This will be assessed and scored by an exam.	

C	Describe and discuss business ethics in cross-cultural and global environments.	This will be assessed and scored by an exam.	
D	Develop an awareness of personal and organizational responsibilities when making ethical decisions.	This will be assessed and scored by an exam.	

BSAD 211 E-Commerce			Fall 2010 - Hightower
	Student Learning Outcome	Assessment	Analysis
A	Evaluate business models and strategies for marketing, selling, and distributing products, media, and services through the Internet.	This will be assessed and scored by an exam.	Identify and briefly discuss the roles and value of intermediaries in e-marketplaces. (17 responses, avg. 14/15, 1 below 80%)
B	Compare and contrast technologies and virtual spaces for electronic commerce.	This will be assessed and scored by an exam.	Briefly describe Web 2.0 and how it differs from the World Wide Web (Web 1.0) (17 responses, avg. 13/15, 2 below 80%)
C	Describe the impact of economics, law, and social psychology on electronic commerce.	This will be assessed and scored by an exam.	Why are trust verification sites important to e-tailers and other online sellers? List two verification sites. What is their function? (17 responses, avg. 13/15, 2 below 80%)
D	Evaluate and discuss marketing and search engine optimization strategies for different scenarios.	This will be assessed and scored by an exam.	Businesses may use unethical practices or bad tactics to promote their Web sites to improve their search engine rankings. Identify three of these practices or tactics. (17 responses, avg. 14/15, 2 below 80%)

BSAD 212 International Business			Fall 2012 - Paiz?
	Student Learning Outcome	Assessment	Analysis
A	Identify and describe the forces underlying the globalization of business.	This will be assessed and scored by an exam.	
B	Identify and evaluate the major legal and political issues facing international companies.	This will be assessed and scored by an exam.	
C	Identify and explain trade and national competitive advantage theories.	This will be assessed and scored by an exam.	
D	Compare and contrast the benefits and drawbacks associated with regional economic integration.	This will be assessed and scored by an exam.	
E	Identify and evaluate the issues important to cultures and countries when assessing investment proposals.	This will be assessed and scored by an exam.	

BSAD 220 Principles of Project Management			Fall 2011 - LaRue
	Student Learning Outcome	Assessment	Analysis
A	Differentiate between and evaluate applications of project, program, and portfolio management.	This will be assessed through an exam.	
B	Assess methods involved in initiating, planning, executing, monitoring, controlling, and closing projects.	This will be assessed through the creation of a project scored with a rubric.	

C	Apply the concepts of project management terms and techniques such as selection methods, work breakdown structures, Gantt charts, network diagrams, critical path analysis, and cost estimates.	This will be assessed through the creation of a project scored with a rubric.	
D	Demonstrate use of project management software to help plan and manage a project including assignment and tracking of resources, tasks, and milestones.	This will be assessed through the creation of a project scored with a rubric.	

**BSAD 222 Problem Solving and Computer Applications in Management** **Spring 2012 - Hightower**

	<b>Student Learning Outcome</b>	<b>Assessment</b>	<b>Analysis</b>
A	Design and create models of business problems using computer applications software.	This will be assessed via case studies and projects using a rubric.	
B	Integrate input, processing and output from different computer applications programs to create useful reports for various business scenarios.	This will be assessed via case studies and projects using a rubric.	
C	Apply computer application skills to business decision making problems in areas including inventory management, financial analysis, and cost and credit analysis.	This will be assessed via case studies and projects using a rubric.	
D	Demonstrate the ability to manage and manipulate data from internal and external systems for inclusion in analysis and reporting.	This will be assessed via case studies and projects using a rubric.	

**BSAD 251 Principles of Management and Operations** **Spring 2011 - Paiz**

	<b>Student Learning Outcome</b>	<b>Assessment</b>	<b>Analysis</b>
A	Recognize and describe the formal organization, its history, environment, and structure. This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	This will be assessed through an exam with 80% accuracy identified as a benchmark of success.	
B	Differentiate between and evaluate applications of the concepts of corporate social responsibility and ethical decision-making.	This will be measured with a case study scored with a rubric.	
C	Critique strategic planning and decision making processes in organizations.	This will be measured with a case study scored with a rubric.	
D	Apply the concepts of organizing to include design, human resource management, and change management.	This will be measured with a case study scored with a rubric.	
E	Analyze and assess effective leadership to include styles, motivation, and conflict resolution.	This will be measured with a case study scored with a rubric.	
F	Demonstrate an awareness of organizational cultures and workforce diversity.	This will be measured with a case study scored with a rubric.	
G	Assess methods to control and evaluate organizational processes to include human resource planning and operations management.	This will be measured with a case study scored with a rubric.	

**CSCI 101 Introduction to Computer Information Systems**

	<b>Student Learning Outcome</b>	<b>Assessment</b>	<b>Analysis</b>
A	Identify the major components of hardware, software, and computing systems and their respective networks.	This will be assessed and scored by an exam. (Use for multiple choice, matching, and T/F exams.)	Students took an exam covering the specified topics. In the Spring of 2011, 30 students participated. Of those 22 (73%) scored 80% or higher.
B	Understand and demonstrate appropriate file management and software management.	This will be assessed by a demonstration, scored with a rubric.	Students used an interactive lab covering the specified topics. In the Spring of 2011, 30 students participated. Of those 29 (97%) scored 80% or higher.
C	Identify and describe the use of wise consumer practices in purchasing computer hardware and software.	This will be assessed and scored by an exam. (Use for multiple choice, matching, and T/F exams.)	Students did specific reading, used interactive labs, and responded to questions covering the specified topics. In the Spring of 2011, 30 students participated. Of those 30 (100%) scored 80% or higher.
D	Understand and demonstrate basic skills using html, word processing, spreadsheet, presentation, graphic and database software application packages.	This will be assessed by a project, scored with a rubric.	Students participated in interactive labs for HTML, Word processing, Spreadsheets, Presentation Software, Graphics, and Database software and submitted documents reflecting work in Wordprocessing, spreadsheets, and presentation software. In the Spring of 2011, the results were reflected as follows: HTML ( 29 participated, 29 (100%) scored 80% or higher), Word Processing ( 29 participated, 25 (86%) scored 80% or higher), Spreadsheets (29 participated, 28 (97%) scored 80% or higher), Presentation Software (29 participated, 28 (97%)scored 80% or higher), Graphics ( 29 participated, 28 (97%) scored 80% or higher), Database (28 participated, 27 (96%). The documents submitted were as follows: Word Processing (30 participated, 30 (100%) scored 80% or higher), Spreadsheets (29 participated, 23 (79%) scored 80% or higher), and Presentation Software (29 participated, 26 (90%) scored 80% or higher).

E	Describe the social, legal and ethical implications of modern computer use.	This will be assessed by an exam, scored with a rubric. (Use for short answer and essay answers exams.)	Students used an interactive lab and responded to questions covering the specified topics. In the Spring of 2011, 30 students participated. Of those 30 (100%) scored 80% or higher.
F	Evaluate the trends in the history of computers.	This will be assessed by an exam, scored with a rubric. (Use for short answer and essay answers exams.)	Students took an exam covering the specified topics. In the Spring of 2011, 31 students participated. Of those 22 (71%) scored 80% or higher.
G			