

**ASSESSMENT RECORD FOR
DEPARTMENT
OF**

Business Administration

(Academic Department Name)

June 1, 2005 – May 31, 2006

September 8, 2006

(Assessment Period Covered)

(Date Submitted)

Includes Assessment Reports for those Instructional Programs listed below:

Title of Instructional Degree Program

Degree Level

(Associate, Bachelors,
Master's, etc.)

Business Administration

BBA/BA

Submitted By: Charles Torti

(Departmental Chair or Faculty Assessment Representative)

ASSESSMENT REPORT FOR

Business Administration

(Instructional Degree Program)

BBA/BA

(Degree Level)

June 1, 2005 – May 31, 2006

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Expanded Statement of Institutional Purpose Linkage:

Institutional Mission Reference: As a university committed to the liberal arts as fundamental to education and committed to our affiliation with the Presbyterian Church (U.S.A.), Schreiner is dedicated to excellence in preparing students to live purposeful, humane and productive lives in their work, faith groups, families and communities.

College/University Goal(s) Supported: Schreiner is dedicated primarily to educating undergraduate students in the liberal arts, sciences, and professional disciplines, preparing them for entry into specific careers and graduate or professional programs.

Intended Educational (Student) Outcomes:

1. Upon completion of a BBA/BA in Business Administration, students will demonstrate the ability to accomplish organizational goals through people and other resources, which is the role of a manager. Specifically, students will exhibit organizing & planning skills, decision making, written communications, and analytical skills through a management simulation model and a business plan.

2. Graduates will apply the marketing mix by formulating a marketing plan that addresses customer behavior & satisfaction, market size, competitive pricing of goods or services, advertising & promotional strategies, and uses marketing research. Specifically students will exhibit teamwork, oral & written communications, computer literacy, empirical research skills, organizing & planning skills, and ethical behavior in confronting competition.

3. Upon completion of a BBA/BA in Business Administration, students will employ accounting skills and financial analysis by developing the financial section of a Business Plan that addresses three years of estimated income, sales volumes details, projected balance sheet, start-up costs, break even analysis, collateralization of loans, funding sources, and performance analysis. Specifically students will exhibit teamwork, oral & written communications, computer literacy in preparation & analysis of financial statements, organizing & planning skills, and ethical behavior in financial analysis.

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Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

____ Graduates will apply the marketing mix by formulating a marketing plan that addresses customer behavior & satisfaction, market size, competitive pricing of goods or services, advertising & promotional strategies, and uses marketing research. Specifically students will exhibit teamwork, oral & written communications, computer literacy, empirical research skills, organizing & planning skills, and ethical behavior in confronting competition.

First Means of Assessment for Outcome Identified Above:

____ **a. Means of Program Assessment & Criteria for Success:** Business Plans are submitted to loan officers of banks to determine whether a proposed business plan is “investment worthy”.

____ **a. Summary of Assessment Data Collected:** Approximately 55% of the Business Plans clearly indicated weaknesses in pricing strategies and market share estimates, which resulted in the plans rated as “not investment worthy”.

____ **a. Use of Results to Improve Instructional Program:** Add learning modules in marketing courses on forecasting markets, target market variables, and competitors impact on pricing.

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____ Upon completion of a BBA/BA in Business Administration, students will employ accounting skills and financial analysis by developing the financial section of a Business Plan that addresses three years of estimated income, sales volumes details, projected balance sheet, start-up costs, break even analysis, collateralization of loans, funding sources, and performance analysis. Specifically students will exhibit teamwork, oral & written communications, computer literacy in preparation & analysis of financial statements, organizing & planning skills, and ethical behavior in financial analysis.

First Means of Assessment for Outcome Identified Above:

____ **a. Means of Program Assessment & Criteria for Success:** Business Plans are submitted to loan officers of banks to determine whether a proposed business plan is “investment worthy”.

____ **a. Summary of Assessment Data Collected:** Approximately 60% of the Business Plans clearly indicated weaknesses in break-even analysis and cash flow projections.

____ **a. Use of Results to Improve Instructional Program:** Strengthen learning modules in finance courses by adding problems on break-even calculations. Add cash flow statements to the financial statements discussion in Introduction to Business.

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Intended Educational (Student) Outcome:

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First Means of Assessment for Outcome Identified Above:

____ **a. Means of Program Assessment & Criteria for Success:** Business Plans are submitted to loan officers of banks for review and success is measured if a proposed business plan is rated as “investment worthy”.

____ **a. Summary of Assessment Data Collected:** Only 45% of the Business Plans were investment worthy; however, all management sections satisfied the mission, ownership structures, personnel assignments, and operations requirements.

____ **a. Use of Results to Improve Instructional Program:** Business Plans were evaluated by local bankers and feedback indicated the current curriculum relative to management is on track.

Second Means of Assessment for Outcome Identified Above:

____ **b. Means of Program Assessment & Criteria for Success:** Nation-wide management simulation model and success is measured by finishing among the top 25% teams.

____ **b. Summary of Assessment Data Collected:** Students competed with approximately 3,000 teams from universities all over the country in an eight-week management simulation program and finished in first place.

____ **b. Use of Results to Improve Instructional Program:** The management simulation program further reinforces the current strategies and curriculum; accordingly, only minor changes are planned.