The committee met approximately every other week during the Fall 2013 and Spring 2014 semesters. Minutes are missing for at least two meetings in the spring but the rest have been posted on the College website.

The AOL committee should begin work in Fall 2014 as soon as possible because it is important that the committee work closely with department heads and faculty in the Fall 2014 semester to ensure assessments are done during the fall and they are done in a consistent manner. The assessment plans for both the undergraduate and MBA programs for the next two academic years (2014-2016) are attached in separate reports to this summary.

In the future it is important that assessment data be collected in a way enables online versus face-to-face courses to be identified.

Bachelor of Business Administration (BBA) Program Assessment Report Summary for Fall 2013

For the Fall 2013 semester, the College of Business assessed these goals for the BBA: diversity, critical thinking, and ethics. A standard of 80% of students with “meets or exceeds” scores was used for each objective within a goal. The standard was met for objectives in bold.

Goal: Students can demonstrate knowledge of diversity. [DIVERSE]

Students can:

Objective 1: Discern between surface and deep level diversity.
Objective 2: Identify many diversity dimensions reflecting both legal and potential illegal discrimination.
Objective 3: Identify the best managerial strategies to address diversity-related workplace conflicts.
Objective 4: Identify advantages of including diverse members in a work team.

Goal: Students can solve problems and think critically. [THINK]

Students:

Objective 1: Understand the issue(s) of the problem.
Objective 2: Use appropriate strategic principles.
Goal: Students can recognize ethical issues. [ETHICS]

Students can:

**Objective 1:** Describe an ethical dilemma in a business context.

**Objective 2:** Identify the relevant stakeholders in this decision.

**Objective 3:** Identify/Explain solutions to the ethical issue.

**Objective 4:** Explain each alternative using the appropriate ethical perspectives.

The details of each assessment is given in an attached report. These three assessment summaries were sent to the Undergraduate Committee in April 2014.

Two goals are scheduled for assessment in Fall 2014: critical thinking and business knowledge.

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Masters of Business Administration (MBA) Program Assessment

Report Summary for Fall 2013

In the Fall 2013 semester, the College of Business assessed the MBA goals of ethics and globalization. A standard of 80% of students with “meets or exceeds” scores was used for each objective within a goal. The standard was met for objectives in bold.

Goal: Students can comprehend ethical implications of business. [ETHICS]

Students can:

**Objective 1:** Describe alternative ethical perspectives.

**Objective 2:** Identify the relevant stakeholders affected by this decision.

**Objective 3:** Identify alternative solutions to the ethical issue.

**Objective 4:** Explain alternatives using appropriate ethical perspectives.

Goal: Students understand how globalization affects organizations and their environment. [GLOBAL]

Students can:

**Objective 1:** Analyze the opportunities and threats in the environments associated with managing organizations internationally.

**Objective 2:** Demonstrate the rationale for developing global brands or global brand positioning.

**Objective 3:** Identify and explain the key legal issues associated with operating a business globally.

**Objective 4:** Identify and describe financial issues relating to investing or operating a business in another country.

The details of each assessment is given in an attached report. These two reports were sent to the Graduate Committee in April 2014.

Two goals are scheduled for assessment in Fall 2014: critical thinking and a new goal of decision making under uncertainty.