New Mexico State University  
College of Business – Assessment Plan  
Bachelor Business Administration Program  
2009 – 2010

Mission Statement
The mission of NMSU’s College of Business is to serve the educational needs of New Mexico’s diverse population through comprehensive programs of education, research, and public service.

Overview of the Assessment plan
The purpose of the NMSU College of Business Assessment Plan is to formalize a process to measure, document, evaluate, and continuously improve the performance of the various academic programs. The program learning goals reflect the mission of the college. As parts of a land-grant university, the NMSU College of Business strives to meet the needs of students from the state and regional community.

Often these students are first-generation college students who sometimes have important gaps in their educational background that might hinder them in the future if they are not rectified. Consistent with the mission of the College, the Bachelor of Business Administration learning goals were chosen to help address areas that will be most meaningful in preparing these students for their future careers. For example, effective writing was chosen as a learning goal both because of its importance in business and the fact that many of our students might come into the program with less than optimal writing skills. Similarly, possession of information technology skills was chosen as a learning goal for undergraduate students because of its importance in analysis and decision making. Suggestions by representatives of companies recruiting our students, and the Business Advisory Council influenced the selection of these learning goals by accounting faculty.

Assessment of program learning goals generally occurs in the courses with the highest emphasis on the knowledge or skill area. Course embedded assessments directly assess student knowledge, skills, and abilities. Assessments this past year included exam questions, writing assignments, and oral presentations. Additional measures of the business program’s effectiveness include student satisfaction surveys, recruiter satisfaction surveys, student course evaluations, and alumni surveys. All of the information gathered from these assessment tools provides information for continuous improvement. The details of the assessment plan follow.

Program-Level Learning Goals
NMSU’s College of Business faculty are responsible for curriculum development. Faculty representatives across business disciplines serve on the Undergraduate Graduate committee to develop or review status of learning goals, learning objectives, and performance criteria by which to assess student achievement of program learning goals. This committee ensures that a sufficient number of courses address each learning goal and that at least two courses provide substantial coverage of each learning goal.

The BBA program provides opportunities for students to develop communication, information technology, and critical thinking skills while increasing awareness of business integration, legal, ethical, and diversity issues in the business environment.
Goal 1: Communication (COMM): Students are effective communicators.
   Objective 1a: Students can write effectively. (write)
   Objective 1b: Students can make effective oral presentations. (oral)

Goal 2: Diversity (DIVERSITY): Students can demonstrate knowledge of diversity.
   Objective 2a: Students can identify stereotypes.
   Objective 2b: Students can discern between helpful and detrimental stereotypes.
   Objective 2c: Students can identify individual characteristics that affect social perception and strategies that counter negative influence on social perception.

Goal 3: Information Technology (TECH): Students are effective users of information technology.
   Objective 3a: Students can acquire information using relevant information technologies.
   Objective 3b: Students can use information technology to manipulate information into a form usable in business decision making.
   Objective 3c: Students can use information technology to disseminate information to others.

Goal 4: Critical Thinking: Students can solve problems and think critically.
   Objective 4a: Students can solve problems. (PROB SOLV)
   Objective 4b: Students can think critically. (THINK)

Goal 5: Legal and Ethical: Students can recognize legal and ethical issues.
   Objective 5a: Students can recognize legal issues. (LEGAL)
   Objective 5b: Students can recognize ethical issues. (ETHICS)

Course-embedded Assessment Process

Assessing student coursework provides insights about student learning and achievement. Course content or instructional design may change to ensure student achievement of program learning goals. Assessment that is embedded in student coursework provides a structure to measure teaching and learning effectiveness. Information gathered from the assessment process helps faculty to evaluate instructional effectiveness and course design. The goal is to continuously improve the business curriculum. The course-embedded assessment process will generally involve the following steps:

1. Identify learning activities that will generate student work eligible for assessment.
2. Develop grading criteria (rubrics) for a particular assignment to assess the goal.
3. Choose a desirable student achievement level (e.g., % of students proficient or exceptional for a particular learning goal based on performance).
4. Distribute assignment and collect student artifacts.
5. Perform the assessment; summarize the assessment data, and analyze results; draw conclusions.
6. Present results to faculty and other stakeholders. Seek recommendations for improvement.
7. Use assessment information to monitor progress, evaluate success of curricula, and report curricula decisions. Review periodic assessment reports and make decisions regarding continuous improvement of the curriculum.
summarizing the assessment results of all learning goals and recommending changes to improve curriculum or student selection processes.

Mapping of program learning goals
The Undergraduate Committee of NMSU’s College of Business is currently in the process of developing a curriculum map showing the emphasis each core business course places on achievement of BBA program learning goals: High (H), Medium (M), or Low (L). Courses with high emphasis were eligible for course-embedded assessment. As part of the process, a review of the Spring 2009 course syllabi provided the following map showing the emphasis placed on the program learning goals in the core courses offered for the BBA program.

<table>
<thead>
<tr>
<th>BBA</th>
<th>ACCT 251</th>
<th>ACCT 252</th>
<th>BCIS 110</th>
<th>BUSA 111</th>
<th>ECON 252</th>
<th>ECON 252</th>
<th>FIN 341</th>
<th>MGT 309</th>
<th>MGT 303</th>
<th>BCIS 338</th>
<th>BLAW 316</th>
<th>BUSA 421</th>
<th>BCIS 485</th>
<th>MGT 344</th>
<th>MGT 470</th>
<th>E ST 251</th>
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<tbody>
<tr>
<td>1a - COMM Write</td>
<td>L</td>
<td>H</td>
<td>L</td>
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<td>1b - COMM oral</td>
<td>L</td>
<td>M</td>
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<tr>
<td>2 - DIVERSITY</td>
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<td>3 - TECH</td>
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<td>4a - PROB SOLV</td>
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<td>4b - THINK</td>
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<td>5a - LEGAL</td>
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<td>5b - ETHICS</td>
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H = High emphasis; M = Medium emphasis; L = Low emphasis; X = Covered in class

Assessment Plan for 2009-2010
The assessment plan for NMSU’s BBA program follows. Exam questions, take-home assignments, and mini-projects from selected courses provide student artifacts for assessment. Student performance on each goal will be compared to a target of 80% of business students meeting or exceeding expectations. An assessment of each learning goal for two semesters is assisting the AOL committee in identifying learning goals where improvement in student achievement is necessary.

<table>
<thead>
<tr>
<th>Learning Goal</th>
<th>Measurement Method</th>
<th>Expectations</th>
<th>Responsibility/ Timeline</th>
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<tbody>
<tr>
<td>1 - Effective communicators</td>
<td>Written memos from mini projects in BCIS 338</td>
<td>80% of students will meet or exceed expectations for each performance criteria of the learning goal</td>
<td>College Assurance of Learning Committee / Assessment coordinator</td>
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<td>2 - Demonstrate knowledge of diversity</td>
<td>Short answer questions based on a diversity-themed video in MGT 309</td>
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<td>Assess each semester.</td>
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<td>3 - Effective users of information technology</td>
<td>Mini projects applying skills in BCIS 338</td>
<td></td>
<td>Next assessment in Fall, 2010 in courses identified in column 2.</td>
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<td>4 – Solve problems and think critically</td>
<td>Exam questions in FIN 341</td>
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<tr>
<td>5 - Recognize legal and ethical issues</td>
<td>Exam questions in MKT 303 / MGT 309</td>
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