

Outcome 1	Measurable Criteria	Measurement Tool	Courses	Time Frame
Identify appropriate ethical and legal procedures for a small business.	80% of students meet or exceed expectations as identified in rubric	Reflection in ePortfolio as measured by the rubric	BA292 - Capstone	Spring 2014

Results: Base year Spring 2014 - 70% of students met or exceed expectations providing evidence of learning and reflection.

Analysis: The 70 % suggests students have a weaker connection to this program outcome than others.

Plan: Greater integration of the three courses is needed to support this outcome.

- BA230 – Business Law
- BA277 – Business Ethics
- BA224 – Human Resource Management

Outcome 2	Measurable Criteria	Measurement Tool	Courses	Time Frame
Recognize and evaluate opportunities in the global marketplace.	80% of students meet or exceed expectations as identified in rubric	Reflection in ePortfolio as measured by the rubric	BA292 - Capstone	Spring 2014

Results: Base year Spring 2014, this is new outcome; not included in base year.

Analysis: no data

Plan: Outcome will be included in Spring 2015 ePortfolio. Course work impacting this outcome are from:

- BA156 Economic Essentials
- BA203 International Business

Outcome 3	Measurable Criteria	Measurement Tool	courses	Time Frame
Employ appropriate and effective business communication skills in virtual and interpersonal environments	80% of students meet or exceed expectations as identified in rubric	Reflection in ePortfolio as measured by the rubric	BA292 - Capstone	Spring 2014

Results: Base year Spring 2014 90% of students scored at 85% or more.

Analysis: Students tended to go into great detail on their reflections for this outcome; indicating a high degree of personal relevance.



Plan: Continue to monitor these results to ensure course outcomes remain sufficiently rigorous to support program outcome.

- SP218 Interpersonal Communications
- BA205 solving communication Problems with Technology
- BA284 Job Readiness
- CIS 120 Computer Literacy

Outcome 4	Measurable Criteria	Measurement Tool	courses	Time Frame
Develop critical thinking and decision making skills as an individual, a team member, and a leader of an organization.	80% of students meet or exceed expectations as identified in rubric	Reflection in ePortfolio as measured by the rubric	BA292 - Capstone	Spring 2014

Results: Base year Spring 2014 . 90% of students included evidence of learning and reflective essays

Analysis: Many of the courses in this program require team-based project; small group, large group, virtual groups, as well as formal and informal working groups. These experiences provide many opportunities for students to document personally relevant experiences of learning.

Plan: Continue to focus on group work throughout program. Courses impacting this outcome:

- BA101 Intro to Business
- BA120 Leadership
- BA206 Management

Outcome 5	Measurable Criteria	Measurement Tool	courses	Time Frame
Develop financial recordkeeping systems and interpret results.	80% of students meet or exceed expectations as identified in rubric	Reflection in ePortfolio as measured by the rubric	BA292 - Capstone	Spring 2014

Results: Base year Spring 2014. 85% of students included artifacts to support this outcome.

Analysis: The measurement course was changed in spring 2014; from BA213 Managerial Accounting to BA250 Entrepreneurship. The BA213 is in the first year of the program’s normal progression, while in the BA250 class students develop pro forma financial forecasting as a component of their business plan.



Plan: Communicate with BA250 instructional faculty to more closely align the pro forma component of the business plan with this outcome.. Courses impacting this outcome:

- BA250 Entrepreneurship

Outcome 6	Measurable Criteria	Measurement Tool	courses	Time Frame
Develop and evaluate marketing strategies for a small business	80% of students meet or exceed expectations as identified in rubric	Reflection in ePortfolio as measured by the rubric	BA292 - Capstone	Spring 2014

Results: Base year Spring 2014. 80% of students included artifacts to support this outcome.

Analysis: While marketing plans were included, little evaluation of this assignment was in evidence in the ePortfolio. This portion of the assignment occurred as a verbal component of their in-course presentation. As a result, the reflections tended to lack relevance to the actual assessment outcomes.

Plan: Standardize the formatting requirements for this measurement assessment to assist students with ePortfolio inclusion of the data. Courses impacting this outcome:

- BA223 Marketing
- BA233 eMarketing

Outcome 7	Measurable Criteria	Measurement Tool	courses	Time Frame
Explore entrepreneurial potential and develop a business plan	80% of students meet or exceed expectations as identified in rubric	Reflection in ePortfolio as measured by the rubric	BA292 - Capstone	Spring 2014

Results: Base year Spring 2014 80% of students had business plans under development.

Analysis: Because students tend to take classes out of sequence, some students had taken the capstone class before they took the BA250 class in which they would develop their business plan; so business plan artifacts in the ePortfolio were incomplete and reflections tended to be under developed.

Plan: This issue may best be addressed by educating advisers about the most beneficial sequence for course progression. Courses impacting this outcome:

- BA250 Small business Mgmt./Entrepreneurship

