

Assurance of Learning

Undergraduate Business

The undergraduate business administration and accounting programs provide an outstanding undergraduate education that combines a strong foundation in the liberal arts, excellence in traditional business disciplines and experiential opportunities drawing on the strength of Oregon's distinctive qualities. To monitor student performance and provide continuous quality improvement within the Undergraduate Program for business and accounting majors, we have developed the following learning goals, objectives, rubrics, and assessment metrics of student knowledge.

[Learning Goals and Objectives](#) | [Timeline](#) | [Committee](#)

Learning Goals and Objectives

Goals 1-5 are assessed by the College and broken out also by Accounting Majors to support the Assurance of Learning for the Accounting Program.

Goals & Objectives	Assessment Course/Method
Goal 1: Each student is proficient in fundamental business knowledge.	
<ul style="list-style-type: none">• <u>Objective #1:</u> Students apply principles and theories to business decision-making from the following disciplines: accounting, business law, business strategy, economics, finance, information systems, international business, management, marketing, operations management, and statistics.	BA 453-test (every term)
Goal 2: Each student is an innovative problem solver with strong analytical skills.	BA 453-case (every term)

- **Objective #2:** Students identify and appropriately analyze a business problem in an experiential or applied setting and suggest innovative solutions.

Goal 3: Each student effectively communicates ideas, analyses, plans, and evaluations to individuals and groups.

(every term except summer)

- **Objective #3A:** Students communicate results of analysis in a coherent written statement.
- **Objective #3B:** Students communicate results of analysis in an effective oral presentation.

- BA 352-memo
- BA 352-presentation

Goal 4: Each student works successfully in diverse teams as a means to identify and solve business problems.

- **Objective #4A:** Students will work with a team to complete a multi-step problem-solving project with satisfactory peer evaluation.
- **Objective #4B:** Students will assess personal leadership strengths and weaknesses through completion of Student Leadership Practices Inventory (SLPI) and successfully implement an action plan for improvement. **Eliminated in Fall 2012.**

BA 352-peer evaluation
(every term except summer)

Goal 5: Each student recognizes and responds appropriately to ethical dilemmas.

The Undergraduate Program Committee was charged in Fall 2012 with the task of finalizing Goal 5, including the development of rubrics and standards. During this process the original two objectives were rewritten for greater clarity and a third objective related to professionalism was added.

- **Objective #5A:** "Students demonstrate awareness of ethical issues regarding the relation of business to society and in business decision making" has been changed to "Students demonstrate awareness of ethical issues regarding the relation of business to society".
- **Objective #5B:** "Students demonstrate awareness of ethics in corporate governance and individual leadership" has been changed to "Students demonstrate awareness of ethics in corporate governance".

BE 325-test
(every term except summer)

ACTG 211-test

- **Objective #5C:** Students meet standards of business professionalism.

BA 352-self -evaluation & faculty assessment (every term except summer)

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Timeline

Calendar Cycle for Assessing and Evaluating Goals & Objectives

Learning Goals	W11	S11	F11	W12	S12	F12	W13	S13	F13	W14	S14	F14	W15	S15	F15	W16	S16	F16	W17	S17	
1	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C
2	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C
3	A	A	A,C	A	A	A,C,E	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C
4	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C
5A				R	F	E	A	A,C	A,E	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C
5B				R	F	E	A	A	A,C,E	A	A	A,C	A,C	A	A	A,C	A	A	A,C	A	A
5C				R	F	E	A	A,C	A,C,E	A	A	A,C	A	A	A,C	A	A	A,C	A	A	A,C

Legend and Definitions

- **A:** Assessment (Collection of Data on Student Performance)
- **C:** Close the Loop (Evaluation of assessed data + Recommendations for change; pedagogically and in terms of instruments and rubrics)
- **E:** Re-evaluate instruments
- **R:** Refine goal, objectives, and rubrics
- **F:** Finalize goal, objective, and rubrics