### CWU Department Assessment Plan Preparation Form

**Department: Management**

**Program: Bachelor of Science in Business Administration**

<table>
<thead>
<tr>
<th>Department/Program Goals</th>
<th>Related College Goals</th>
<th>Related University Goals</th>
<th>Method(s) of Assessment</th>
<th>Who/What Assessed</th>
<th>When Assessed</th>
<th>Criterion of Achievement</th>
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</thead>
</table>
| 1. We help our students learn foundation knowledge and skills in management, marketing, human resource management, and business law that will aid them in private, government, or non-profit careers or prepare them for additional education. | Strategic Goal 4  
To manage, deliver and evaluate effective instructional programs by each academic unit. To ensure faculty responsibility and involvement in activities that improve course content and teaching quality. | Goal I  
Maintain and strengthen an outstanding academic and student life on the Ellensburg Campus.  
Goal II  
Provide for an outstanding academic and student life at the university centers.  
Goal V  
Achieve regional and national prominence for the university. | Major Field Test in Business. | Student performance in the areas of management, marketing, human resource management, and business law on the Major Field Test in Business. | Fall, Winter, Spring, and Summer Quarters | 90% of business administration and accounting students score at or above the 50th percentile on the Major Field Test in Business for the areas of management, marketing, human resource management, and business law. |
| 2. Recruit and admit students into the Bachelor of Science in Business Administration Program who are capable of learning the foundation knowledge and skills in business. | Strategic Goal 2  
To plan and execute processes for program design and student selection. To ensure the direct linkage between the CB mission and characteristics of students served by the educational program. | Goal I  
Maintain and strengthen an outstanding academic and student life on the Ellensburg Campus.  
Goal II  
Provide for an outstanding academic and student life at the university centers.  
Goal V  
Achieve regional and national prominence for the university. | Admission to the B.S. in Business Administration program. | Students admitted or not admitted to the Business Administration major. | Fall, Winter, Spring, and Summer Quarters | 100% of students admitted to the Business Administration major meet the minimum admission requirements. |
3. Recruit, develop, and maintain management, marketing, human resource management and business law faculty to accomplish the Bachelor of Science in Business Administration Program goals and the College of Business mission with respect to instruction, intellectual contributions (faculty scholarship) and service.

<table>
<thead>
<tr>
<th>Strategic Goal 1</th>
<th>Goal I</th>
<th>Goal II</th>
<th>Goal V</th>
</tr>
</thead>
<tbody>
<tr>
<td>To recruit, develop and maintain faculty to accomplish the CB mission with respect to instruction, intellectual contributions (faculty scholarship) and service. To ensure that faculty resources and activities are congruent with the mission of the CB.</td>
<td>Maintain and strengthen an outstanding academic and student life on the Ellensburg Campus.</td>
<td>Provide for an outstanding academic and student life at the university centers.</td>
<td>Achieve regional and national prominence for the university</td>
</tr>
</tbody>
</table>

**Ongoing**

Full-time faculty at Des Moines, Ellensburg, and Lynnwood are evaluated for their academic and professional qualifications according to AACSB standards and CB expectations.

**Goal I**

Maintain and strengthen an outstanding academic and student life on the Ellensburg Campus.

**Goal II**

Provide for an outstanding academic and student life at the university centers.

**Goal V**

Achieve regional and national prominence for the university.

**Quality in Education**

Teaching is our top priority. We foster a learning environment characterized by accessible faculty and a high degree of faculty and student interaction.

**Strategic Goal 4**

To manage, deliver and evaluate effective instructional programs by each academic unit. To ensure faculty responsibility and involvement in activities that improve course content and teaching quality.

**Goal I**

Maintain and strengthen an outstanding academic and student life on the Ellensburg Campus.

**Goal IV**

Faculty membership on Tenured and tenure-track faculty at Des

**Goal V**

90% of Management Department faculty have two or more qualified publications during the past five years.

**Strategic Goal 6**

Management Department faculty meet AACSB International Accreditation Standard 10 as follows:

- Minimum of 50% of full-time Management Department faculty maintain academic qualifications.
- Minimum of 90% of full-time Management Department faculty maintain academic or professional qualifications.
- 90% of Management Department faculty have two or more qualified publications during the past five years.
<table>
<thead>
<tr>
<th>Strategic Goal 7</th>
<th>To support and actively participate in CWU governance, enrollment management and marketing.</th>
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<tbody>
<tr>
<td>Strategic Goal 8</td>
<td>To develop partnerships with and serve the needs of state and local constituents.</td>
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<tr>
<td>Strategic Goal 9</td>
<td>To broaden, expand and strengthen relationships with business professionals and business organizations in the Puget Sound and central regions of Washington state.</td>
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<tr>
<td>Strategic Goal 10</td>
<td>To enhance alumni relations.</td>
</tr>
<tr>
<td>Goal VI</td>
<td>Build mutually beneficial partnerships with the public sector, industry, professional groups, institutions, and the communities surrounding our campus communities.</td>
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<tr>
<td></td>
<td>Faculty membership in academic and professional organizations.</td>
</tr>
<tr>
<td></td>
<td>Faculty leadership in academic and professional organizations.</td>
</tr>
<tr>
<td></td>
<td>Faculty involvement in student placement activities.</td>
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<tr>
<td>Moines, Ellensburg, and Lynnwood are evaluated for their service in the College of Business, in the University, and in academic and professional organizations.</td>
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<tr>
<td>Department faculty serve on College of Business committees.</td>
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<tr>
<td>100% of university standing committees requiring a Management Department representative have a representative.</td>
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<tr>
<td>100% of tenure or tenure-track faculty are members of academic and/or professional organizations.</td>
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</tbody>
</table>
Knowledge-Based Educational Outcomes. Upon completion of the BSBA program, students should:

- Have a working knowledge of business administration that will aid them in private, government, or non-profit careers and/or prepare them for additional education.

Value
- Through curricula based on theory and on practice, we prepare students with the knowledge, competencies and skills that are necessary for productive careers in a dynamic and changing environment.

Quality
- Curricula reflect current needs and developments in business and promote an understanding of theory and its practical application.

Strategic Objective 3
- To create and deliver high quality curricula based on planning and evaluation.
- To ensure that undergraduate business curricula provide a broad context within which education for business is set.

Strategic Objective 4
- To manage, deliver and evaluate effective instructional programs by each academic unit.
- To ensure faculty responsibility and involvement in activities that improve course content and teaching quality.

Goal I.
- Maintain and strengthen an outstanding academic and student life on the Ellensburg campus.

Goal II.
- Provide for an outstanding academic and student life at the University centers.

Goal V.
- Achieve regional and national prominence for the university.

- Major Field Test in Business
- Feedback from alumni survey
- Use alumni and/or advisory boards’ representation in curriculum or program review
- Syllabi for all sections of the same business core course will identify common

- Students enrolled in MGT 489
- In conjunction with program review
- At least biannually
- Department Chair
- Each quarter

90% of students score in the 50th percentile or higher on the major field test in business.

100% compliance
### Values-Based Educational Outcomes

Upon completion of the BSBA program, students should:

- comprehend ethical issues and be able to apply an ‘ethical decision-making framework’ to business decisions.

**Shared Values**
- The faculty and staff of the CB share a set of core beliefs and commitments. We commit ourselves to:
  - prepare students for the future
  - impart knowledge on which students can build
  - treat everyone with respect and fairness
  - exemplify our values by serving as teachers and role models
  - remain current in our academic disciplines and professional fields

**Goal VI.**
Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation.

- Introduce ethical decision-making model in BUS 241 or a special two hour class offered week two every quarter and DE to Lynnwood and Des Moines Trial in 07/08, implementation in 08/09
- Online course rather than special class for 09/10

- Assess knowledge of the decision-making model and appreciation of ethical issues
- Assess ability to apply the decision-making model

### Skills-Based Educational Outcomes

Upon completion of the BSBA program, students should:

- function effectively when in teams both as a leader and as a member.

- demonstrate effective oral communication skills

**Strategic Objective 3**
- To create and deliver high quality curricula based on planning and evaluation
  - To ensure that undergraduate business curricula provide a broad context within which education for business is set

**Goal I.**
Maintain and strengthen an outstanding academic and student life on the Ellensburg campus.

- Rubric Peer, self and instructor assessment of team projects

- Assess leadership skills and ability to work with others

**Strategic Objective 4**
- To manage, deliver and evaluate effective instructional programs by each academic unit
  - To ensure faculty responsibility and involvement in activities that improve course content and teaching quality

**Goal II.**
Provide for an outstanding academic and student life at the University centers.

- Rubric to assess

- Assess ability to present well argued

**Goal IV.**
Build mutually beneficial partnerships with the public

- Rubric Peer, self and instructor assessment of team projects

- Assess leadership skills and ability to work with others

- Rubric to assess

- Assess ability to present well argued

**Strategic Objective 3**
- To manage, deliver and evaluate effective instructional programs by each academic unit
  - To ensure faculty responsibility and involvement in activities that improve course content and teaching quality
- Demonstrate effective written communication skills.

- Apply quantitative and qualitative critical thinking skills to access, develop, and use information to analyze business problems and propose feasible solutions.

| Goal VI. | Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation. |
|-----------------------------------------------|
| - Rubric to assess oral presentation skills   |
| - Rubric applied to case analysis              |
| - Rubric applied to assess financial analysis skills |
| - Asses oral presentation skills               |
| - Assess Ability to apply case-based analysis to comprehensive business problems and determine feasible solutions |
| - MGT 489, MGT 382 & MKT 362                   |
| - MKT 362                                      |
| - Rubric will assess written communication skills against several dimensions |
| - Rubric that will assess ability to use data from comprehensive case studies and determine feasible business solutions |