



Central Washington University

Degree Program Student Learning Outcome Assessment Plan

Departments: Management and Finance & Supply Chain Management

Program: BS-Business Administration

| Student Learning Outcome (performance, knowledge, attitudes) | Related CWU Strategic Outcome(s) http://www.cwu.edu/s/trategic-planning/ | Method(s) of Assessment (What is the assessment?)* | Who Assessed (Students from what courses - population)** | When Assessed (term, dates)*** | Standard of Mastery/ Criterion of Achievement (How good does performance have to be?) |
|--|---|---|--|---|---|
| 1. To develop foundation knowledge and skills in Management, Marketing, Human Resource Management, and Business Law, Finance and Supply Chain Management. | 1.1.1 Students will achieve programmatic learning outcomes. | Major Field Test in Business Curriculum Review Syllabi for all sections of the same course will identify common learning outcomes | Students enrolled in MGT 489 Feedback from industry advisory boards Department chair | Fall, Winter, Spring, and Summer Quarters Advisory Boards meet at least annually Each quarter | 90% of students score in the 50 th percentile or higher on the major field test in business. Advisory boards agree that curriculum meets current industry standards. 100% compliance |
| 2. Students demonstrate competency in specialized field of study (e.g., human resource management, supply chain management, leadership and management, finance, marketing) | 1.1.1 Students will achieve programmatic learning outcomes. | Capstone course projects/simulations In-field job placement Rates | Students enrolled in specialization capstone courses Graduating seniors | Fall, Winter, Spring, and Summer Quarters Spring term | 80% of students evaluated with a grade of B- or higher on capstone course projects 50% of graduating seniors indicate job acceptance prior to graduation |
| 3. Students are able to create and deliver effective oral presentations | 1.1.1 Students will achieve programmatic learning outcomes. | Oral presentations in core class Oral presentation in MGT 489 case study | Students enrolled in MIS 386 Students enrolled in MGT 489 | Fall, Winter and Spring quarters Fall, Winter, Spring and Summer quarters | 75% of students scored at acceptable or higher using CB rubric for evaluating oral communication 90% of students scored at acceptable or higher using CB rubric for evaluating oral communication |

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|--|--|---|---|--|---|
| 4. Students written communication skills meet professional and industry standards | 1.1.1 Students will achieve programmatic learning outcomes. | Written assignments in MKT 362 | Students enrolled in MKT 362 | Fall, Winter and Spring quarters | 75% of students scored at acceptable or higher using CB rubric for evaluating written communication |
| | | Written case study in MGT 489 | Students enrolled in MGT 489 | Fall, Winter, Spring and Summer quarters | 90% of students scored at acceptable or higher using CB rubric for evaluating written communication |
| 5. Students comprehend ethical issues in business and demonstrate an ability to make ethical decisions | 1.1.1 Students will achieve programmatic learning outcomes. | Ethics case in MGT 382 | Students enrolled in MKT 382 | Fall, Winter and Spring quarters | 75% of students scored at acceptable or higher using CB rubric for evaluating ethical decision-making |
| | | Written case study in MGT 489 | Students enrolled in MGT 489 | Fall, Winter, Spring and Summer quarters | 90% of students scored at acceptable or higher using CB rubric for evaluating ethical decision making |
| 6. Students are able to integrate and critically assess business information to make strategic decisions | 1.1.1 Students will achieve programmatic learning outcomes. | Case analysis in core class | Students enrolled in FIN 370 | Fall, Winter and Spring quarters | 75% of students scored at acceptable or higher using CB rubric for evaluating critical thinking |
| | | Written case study in MGT 489 | Students enrolled in MGT 489 | Fall, Winter, Spring and Summer quarters | 90% of students scored at acceptable or higher using CB rubric for evaluating critical thinking |
| 7. Students are able to work effectively in small and large teams | 1.1.1 Students will achieve programmatic learning outcomes. | Group project in core class | Students enrolled in SCM 310 | Fall, Winter and Spring quarters | 75% of students scored at acceptable or higher using CB rubric for evaluating teamwork |
| | | Group project in MGT 489 | Students enrolled in MGT 489 | Fall, Winter, Spring and Summer quarters | 90% of students scored at acceptable or higher using CB rubric for evaluating teamwork |

*Method(s) of assessment should include those that are both direct (tests, essays, presentations, projects) and indirect (surveys, interviews) in nature.
**Data needs to be collected and differentiated by location (Ellensburg campus vs University Centers) and modality (e.g. online, face-to-face, hybrid)
***Timing of assessment should ideally be at different transition points of program (i.e., admission, mid-point, end-of-program, post-program)

Assessment Cycle

Analysis and Interpretation: December
Improvement Actions: Completed by June
Dissemination: Completed by June

| Year | 15-16 | 16-17 | 17-18 | 18-19 | 19-20 | 20-21 |
|----------|-------|-------|-------|-------|-------|-------|
| 1 | x | x | x | x | x | x |
| 2 | x | x | x | x | x | x |
| 3 | x | | | | | x |
| 4 | | x | | | | |
| 5 | | | x | | | |
| 6 | | | | x | | |
| 7 | | | | | x | |

Assessment Oversight

| Name | Department Affiliation | Email Address | Phone Number |
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