

Yearly Assessment Report
Business Administration
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Academic Year 2007-2008

Mission and Purpose

The business administration program prepares women to enter the business world as well as continue their education in a business-related graduate program through professional coursework which builds upon a liberal arts foundation.

Goals and Objectives

Goal 1: Graduates will have mastery of the principles on which business is based as introduced in the support- and major-courses of the degree requirements.

Objective 1: All students will obtain a “C” or better grade on the introductory case study.

Objective 2: All students will complete BUS 496 Business Policies at 80% or better.

Objective 3: All students will receive an evaluation from their business supervisor at a “B” or better rating.

Objective 4: 90% of all employers surveyed will rank their alums as “highly satisfactory.”

Link: Supports the College’s purpose of academic excellence, educating women for professional careers.

Goal 2: Graduates will be able to demonstrate ability to present information and opinions in written and oral form with the effective use of technology.

Objective 1: 90% of all students will attain ratings of above average or better on reports and the oral presentation for BUS 496 Business Policies course.

Objective 2: All students will receive an evaluation from their business supervisor at a “B” or better rating.

Objective 3: 90% of all employers surveyed will rank their alums as “highly satisfactory.”

Link: Supports the College’s purpose of academic excellence, educating women for professional careers.

Goal 3: Graduates will have developed critical thinking and research skills.

Objective 1: All students will obtain a “C” or better grade on the introductory case study.

Objective 2: All students will complete BUS 496 Business Policies at 80% or better.

Objective 3: All students will receive an evaluation from their business supervisor at a “B” or better rating.

Objective 4: 90% of all employers surveyed will rank their alums as “highly satisfactory.”

Link: Supports the College’s purpose of academic excellence, educating women for professional careers.

Goal 4: Graduates will demonstrate an ability to work as a member of a team and problem-solve in a collaborative environment.

Objective 1: 90% of all students will attain ratings of above average or better on reports and the oral presentation for BUS 496 Business Policies course.

Objective 2: 90% of all employers surveyed will rank their alums as “highly satisfactory.”

Link: Supports the College’s purpose of academic excellence, educating women for professional careers, and providing compassionate service to others.

Goal 5: Concentrations offered in the program will reflect future employment market trends.

Objective 1: 90% of all alums surveyed will respond that their education adequately prepared them for their career field.

Objective 2: Feedback from Business Advisory Board members regarding our concentrations will be 95% favorable.

Link: Supports the College’s purpose of academic excellence, educating women for professional careers, and incorporating life-long learning.

Assessment Matrix

	Case Study	Senior Project	Internship	Graduate Survey	Employer Survey	Advisory Board
Goal 1: Mastery of principles from support and major courses.	X	X	X		X	
Goal 2: Demonstrate ability to present information in written and oral form with the effective use of technology.	X	X	X		X	
Goal 3: Develop critical thinking and research skills.	X	X	X		X	
Goal 4: Demonstrate ability to work in a team.		X			X	
Goal 5: Concentrations offered reflect future employment market.				X	X	X

Assessment Tools

Fill in this chart regarding the assessment tools your Program uses. Insert the names of the tools and then either check the boxes (where indicated) or insert the information requested.

Tool Name	Who Collects Data? (Position Title)	Who is Evaluated?	Assessment Procedure (Brief description)	Direct Measure? (check box)	Indirect Measure? (check box)	Qualitative Measure? (check box)	Quantitative Measure? (check box)
Tool 1	Director of BSA Program	Students	See case study appendix A and project presentation evaluation form completed by business owners, participants of Senior Scholarship Day and faculty of Capstone class appendix B	✓		✓	✓
Tool 2	Director of Business Admin Program	Students	See Internship Rubric completed by the business personnel directing the student during the Internship the Appendix C	✓		✓	✓
Tool 3	Assistant to program	Alumnae of BSA program	Not distributed this year		✓	✓	
Tool	Assistant	Employers	Not		✓	✓	

4	to program	of Alumnae	distributed this year				
Tool 5	Director of BSA Program	Advisory Board members	Discussions of current trends are conducted at the business Advisory semi-annual meeting see appendix E		✓	✓	

Data Collection Timeline

Indicate with a check mark when you collect data related to each tool. Add columns or rows as needed.

	8/07	9/07	10/07	11/07	12/07	1/08	2/08	3/08	4/08	5/08	6/08	7/08	8/08	9/08	11/08
Tool 1										✓					
Tool 2					✓					✓					
Tool 3				✓											
Tool 4				✓											
Tool 5			✓					✓							