

Walker College of Business

Assessment Plan for BSBA Degree Program

BSBA Degree Program Learning Goals

In order to fulfill the WCOB mission to “deliver transformational educational experiences that prepare and inspire students to be ethical, innovative, and engaged business leaders who positively impact our community, both locally and globally” the WCOB faculty and stakeholders have identified the following learning goals for our BSBA graduates:

1. **Students will think analytically to successfully solve problems:**
 - Students will be able to analyze situations and identify relevant information to logically solve problems.
 - Students will be able to identify possible alternatives and exercise sound judgment for decision making.
2. **Students will communicate effectively in writing and speech:**
 - Students will demonstrate effective oral communication skills necessary for a professional business environment.
 - Students will demonstrate a competency in writing to effectively communicate in a professional business environment.
3. **Students will understand ethical issues and firms’ responsibility to society:**
 - Students will recognize and analyze ethical dilemmas and propose solutions for practical business situations.
 - Students will understand the relationship among people, planet and profit (triple bottom line/sustainability).
4. **Students will possess functional business knowledge and technology skills:**
 - Students will know the core concepts within each business discipline: accounting, economics, information technology, finance, management, marketing, and supply chain management.
 - Students will exhibit a working knowledge of common software programs used in the business environment.
5. **Students will be knowledgeable about the global environment of business:**
 - Students will understand global and cultural issues as they relate to business.
 - Students will understand practical aspects of international business such as foreign exchange management and the international monetary system.

BSBA Learning Goal Coverage in Core Courses

		BSBA Program Learning Goals									
Course		1A	1B	2A	2B	3A	3B	4A	4B	5A	5B
MAT1035	3	E	E	R				E	I		
ENG3100	3	R	R	R	R	R	R	R	R	I	I
BE3340	3		R	E	E	R		E	E	R	E
ACC2100	3	I	I			I	I	I	I	I	I
ACC2110	3	R	R			I	I	I	I	I	I
BUS2000	0										
BUS4000	1										
CIS2050	3	I	I	I	I	I	I	I	R	I	I
ECO2030	3	I	I				I	I			I
ECO2040	3	I	I					I			I
ECO2100	3	I						I	I		
ECO2200	3	I						I	I		
FIN3680	3	E	R					R	R		
LAW2150	3	E	R	R		I		R		R	
MGT3630	3	E	E	R	R	R	I	E		R	I
MGT4750	3	E	E	E	E	R	R	E	R	R	E
MKT3050	3	R	I	R	I	I	I	I		R	R
SCM3630	3	I	I				I	I	I		I
SUMMARY											
Introduced		7	6	1	2	5	7	9	6	4	8
Reinforced		3	5	5	2	4	2	3	4	5	1
Emphasized		5	3	2	2	0	0	4	1	0	2
Credits		45	42	30	18	27	27	48	33	27	33