

**Assurance of Learning in the BBA Program (approved in fall 2019, effective in fall 2020)**

To prepare our BBA students for successful careers in accordance with our mission, the Faculty of the College of Business Administration at the University of Texas at El Paso, assure that students earning Bachelors of Business Administration will be:

- Capable business decision-makers;
- Ethically and socially responsible; and
- Effective communicators.

Updated Learning Objectives

- A. Students will understand essential business knowledge. Essential business knowledge is reflected in the common business core courses across BBA programs.
- A1. Business Finance
  - A2. Production/Operations Management
  - A3. Introduction to Management/Org Behavior
  - A4. Principles of Marketing
  - A5. Strategic Management
  - A6. Quantitative Analysis Skills
- B. BBA students will analyze ethical problems and select defensible resolutions for practical situations that occur in the business environment.
- C. Students will be effective communicators.
- C1. BBA students will analyze business information, critique, and organize findings or conclusions into a concise written report; and
  - C2. BBA students will prepare and make a persuasive, professional speech on a current business topic.

**Table 1 AoL Process in BBA Program (AY: Academic Year)**

<b>Objective</b>	<b>Measure</b>	<b>Courses</b>	<b>Collected</b>	<b>Analyzed &amp; Reported</b>	<b>Faculty Involved</b>
A1	6 to 10 Questions on Business Finance	FIN 3310	Every semester	Annually (End of AY)	Finance Faculty
A2	6 to 10 Questions on Prod/Oper. MGMT	OSCM 3321	Every semester	Annually	OSCM Faculty
A3	6 to 10 Questions on Org. Behavior	MGMT 3303	Every semester	Annually	OB Faculty
A4	6 to 10 Questions on Principles of Marketing	MKT 3300	Every semester	Annually	Marketing Faculty
A5	6 to 10 Questions on Strategic MGMT	MGMT 4300	Every semester	Annually	Strategy Faculty
A6	Quantitative Analysis Rubric	QMB 3301	Every semester	Annually	QMB Faculty
B	Ethical Reasoning Rubric	BLAW 3301	Every semester	Annually	BLAW Faculty
C1	Writing Rubric	BUSN 3304	Every semester	Annually	Management Faculty
C2	Rubric on Video Presentation	MGMT 4300	Every semester	Annually	Strategy Faculty

## **Data Collection and Analysis**

1. Instructors will embed 6 to 10 questions in the exam and/or use rubrics as appropriate.
2. Instructors will send a spread sheet with individual scores to the Department Chair.
3. Department Chair will combine the data from all sections if applicable and create a summary table for each learning objective and share the results with the appropriate faculty.
4. The faculty will evaluate the findings and propose changes (close the loop) to the Chair.
5. The Chair will share the report with the Associate Dean for Assessment and Undergraduate Programs. A template for the report will be provided.
6. The Associate Dean will present the report to the College Undergraduate Curriculum Committee, and the Committee will make decisions (close the loop) if requiring curriculum or policy changes.
7. The Committee proposes a target rate of 75% and an aspiration rate of 90% of students meeting each learning objective.
8. Data will be collected every semester or when the designated courses are offered and reviewed annually to determine if any immediate action is needed. Faculty groups will report and analyze assessment results, document any action plan(s) and review the assessment results following the action plan(s) on a biennial basis, which is the continuous improvement review.

**Assurance of Learning in the MBA Program (approved in fall 2019, effective in fall 2020)**

To prepare our MBA students for successful careers in accordance with our mission, the Faculty of the College of Business Administration at the University of Texas at El Paso, assure that students earning Masters of Business Administration will be:

- Effective managers;
- Ethically and socially responsible; and
- Effective communicators.

Updated Learning Objectives:

- A. MBA students will demonstrate mastery of essential managerial business knowledge. Essential managerial business knowledge is defined as:
- A1. Financial Management
  - A2. Accounting for Managers
  - A3. Organizational Management
  - A4. Marketing Management
  - A5. Strategic Management
  - A6. Quantitative Analysis Skills
- B. MBA students will recognize and analyze ethical problems that occur in the business environment and will recommend solutions that integrate ethical behavior into successful operating policies.
- C. MBA graduates will be effective communicators.
- C1. MBA students will write concise, clear business reports.
  - C2. MBA students will prepare and make a persuasive, professional speech on a current business topic.

**Table 1 AoL Process in the MBA Program (AY: Academic Year)**

Objective	Measure	Courses	Collected	Analyzed & Reported	Faculty Involved
A1	6 to 10 Questions on Financial Management	FIN 5311	Every semester	Annually (End of AY)	Finance Faculty
A2	6 to 10 Questions on Accounting for Management	ACCT 5304	Every semester	Annually (End of AY)	Accounting Faculty
A3	6 to 10 Questions on Organizational Management	MGMT 5311	Every semester	Annually (End of AY)	OM Faculty
A4	6 to 10 Questions on Marketing Management	MKT 5311	Every semester	Annually (End of AY)	Marketing Faculty
A5	6 to 10 Questions on Strategic Management	MGMT 5335	Every semester	Annually (End of AY)	Strategy Faculty
A6	Questions/Rubric	QMB 5311	Every semester	Annually (End of AY)	QMB Faculty
B	Ethical Reasoning Rubric	BLAW 5306	Every semester	Annually (End of AY)	BLAW Faculty
C1	Writing Rubric	BLAW 5306	Every semester	Annually (End of AY)	BLAW Faculty
C2	Rubric on Presentation	MGMT 5335	Every semester	Annually (End of AY)	Strategy Faculty

**Data Collection and Analysis:**

1. Instructors will embed 6 to 10 questions in the exam and/or use rubrics as appropriate.
2. Instructors will send a spread sheet with individual scores to the Department Chair.
3. Department Chair will combine the data from all sections if applicable and create a summary table for each learning objective and share the results with the appropriate faculty.
4. The faculty will evaluate the findings and propose changes (close the loop) to the Chair.
5. The Chair will share the report with the Associate Dean for Assessment and Undergraduate Programs. A template for the report will be provided.
6. The Associate Dean will present the report to the MBA Policy Committee and the Committee will make decisions (close the loop) if requiring curriculum or policy changes.
7. The Committee proposes a target rate of 80% and an aspiration rate of 85% of students meeting each learning objective.
8. Data will be collected every semester or when the designated courses are offered and reviewed annually to determine if any immediate action is needed. Faculty groups will report and analyze assessment results, document any action plan(s) and review the assessment results following the action plan(s) on a biennial basis, which is the continuous improvement review.