

1. Program Mission Statement

The goal of Wells College for Business Major is to provide students with thorough knowledge necessary for mastery of successful business and managerial skills and responsibilities supported with a strong liberal arts curriculum combined with opportunities for experiential learning; to engage them in the development and empowerment of the local/global business and larger social community; and, to encourage exemplary individual and corporate moral and ethical behavior.

2. Program Goals

The goals of the Business Major program are to enhance students' professional ability, exhibit exemplary moral and ethical behavior and engage them in their communities. Per our 2017-2018 plan, at the completion of this program our Program Goals align with the College Essential Skill Goals as noted:

- Goal 1: Knowledge based business education - in line with College Essential Skill Goal #5
- Goal 2: Craft pragmatic, timely, and most efficient solutions for business contexts- College Essential Skill Goal #2
- Goal 3: Use of technology in business - College Essential Skill Goal #1
- Goal 4: Possess qualifying knowledge and skills to pursue higher education in graduate schools or to enter a business career- College Essential Skill Goal #6
- Goal 5: Being conscious of business ethics and social responsibility- College Essential Skill Goal #3
- Goal 6: Possess a global business perspective – College Essential Skill Goal #6

Middle States now requires a writing and technology goal. Please note that the 2017-2018 Assessment Plan noted Program Goal #3 as being aligned with the College Essential Skill Goal #1. Our Program Goal #3 includes technology, oral presentation, and writing learning outcomes (see Section 4), so the 2019 Assessment Plan will continue to assume that Program Goal#3 refers to technological, oral, and written literacies.

3. Learning Objectives

The Business Major program was designed with the following Learning Objectives in mind:

- **Objective 1.1:** Students will be knowledgeable about the major concepts and constructs in the field of business, be able to connect theory and empirical research, and understand the impact of historical, societal, and cultural trends on the development of the field.
- **Objective 2.1:** Employers and industry professionals would be satisfied with the graduates' professional competence and performance.
- **Objective 3.1:** Students will be able to synthesize information from various sources to defend an argument.
- **Objective 4.1:** Graduates will be able to apply qualitative and quantitative research methods.

- **Objective 5.1:** Graduates will be conscious about being ethical and socially responsible when making business decisions.
- **Objective 6.1:** Graduates will apply global business perspectives to strategize local businesses.

4. Measurable Learning Outcomes

The Business Major program was designed with the following Learning Outcomes in mind:

- **Outcome 1.1.1:** Students will demonstrate skills and abilities to set realistic personal and professional goals.
- **Outcome 1.1.2:** Show proficiency in obtaining, organizing, analyzing and categorizing information to draw valid conclusions.
- **Outcome 2.1.1:** Develop the skills to efficiently achieve organizational goals integrating the functional areas of business for economic opportunities.
- **Outcome 2.1.2:** Demonstrate ability to make informed decisions, fulfill professional commitments and meet obligations of community (locally and globally).
- **Outcome 3.1.1:** Develop clear, effective reading, writing and presentation skills, and use of technology to solve problems.
- **Outcome 3.1.2:** Understand how to use the technology to make most efficient and timely decisions.
- **Outcome 4.1.1:** Understand how to develop constructive and meaningful inputs for business discussions.
- **Outcome 4.1.2:** Demonstrate the capacity of change within society and to take steps to modify those within capabilities through constructive discussions.
- **Outcome 5.1.1:** Perform an understanding of business ethics and social responsibility when making business decisions at all levels (corporate, business, and operational) in organizations.
- **Outcome 5.1.2:** Apply the understanding of business ethics and social responsibility when making sustainable investments as entrepreneurs regardless of the size of the organization.
- **Outcome 6.1.1:** To develop an understanding of the global business environment and its influence and impact on the local businesses.
- **Outcome 6.1.2:** Demonstrate an ability to customize the local strategies in line with global business trends.

5. Means of Assessment of Outcomes

Table 1 indicates how the Business Program Goals, Objectives, and Learning Outcomes are being assessed. Courses are listed under multiple objectives and learning outcomes. Outcomes are measured by data from writing and presentation assignments, case studies, projects, examinations, quizzes, or internships. Table 1 also lists measurement tools, success criteria and location of the data. Information listed in below will be reviewed by the department during 2019-2020.

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Table 1: Means of Assessing Outcomes

Goal	Objective	Outcome	How Outcome is Measured	Measurement Tool	Success Criteria	Data Location
Goal 1: Knowledge based business education						
	1.1: Students will be knowledgeable about the major concepts and constructs in the field of business, be able to connect theory and empirical research, and understand the impact of historical, societal, and cultural trends on the development of the field.	1.1.1: Students will demonstrate skills and abilities to set realistic personal and professional goals.	WLLS 110 Bus 201 Bus 202 Bus 220 Bus 253 Bus 303 Bus 310 Bus 350 Bus 360	Rubrics, projects, tests, quizzes, and exams	Majority of student earn 70% or higher	Faculty files
		1.1.2: Show proficiency in obtaining, organizing, analyzing and categorizing information to draw valid conclusions.	WLLS 110 Bus 201 Bus 202 Bus 204 Bus 213 Bus 214 Bus 220 Bus 253 Bus 303 Bus 310 Bus 350 Bus 360	Rubrics, tests, quizzes, presentations, and exams	Majority of student earn 70% or higher	Faculty files
Goal 2: Craft pragmatic, timely, and most efficient solutions for business contexts						
	Objective 2.1: Employers and industry professionals would be satisfied with the graduates' professional competence and performance.	Outcome 2.1.1: Develop the skills to efficiently achieve organizational goals integrating the functional areas of business for economic opportunities.	Bus 100 Bus 201 Bus 202 Bus 213 Bus 230 Bus 302 Bus 305 Bus 310 Bus 368	Rubrics, tests, quizzes, and presentations	Majority of student earn 70% or higher	Faculty files
		Outcome 2.1.2: Demonstrate ability to make informed decisions, fulfill professional commitments and meet obligations of community (locally and globally).	WLLS 110 Bus 201 Bus 202 Bus 204 Bus 213 Bus 230 Bus 303 Bus 310 Bus 290/390 Bus 402	Rubrics, tests, quizzes, internships reports, and presentations	Majority of student earn 70% or higher	Faculty files
Goal 3: Use of technology in business						
	Objective 3.1: Students will be able to synthesize information from various sources to defend an argument.	Outcome 3.1.1: Develop clear, effective reading, writing and presentation skills, and use of technology to solve problems.	WLLS 110 Bus 100 Bus 201 Bus 202 Bus 203 Bus 213 Bus 230 Bus 250 Bus 302 Bus 303 Bus 305 Bus 310 Bus 360 Bus 365 Bus 368 Bus 402	Rubrics, tests, quizzes	Majority of student earn 70% or higher	Faculty files
		Outcome 3.1.2: Understand how to use the technology to make most efficient and timely decisions.	Bus 201 Bus 202 Bus 203 Bus 204 Bus 231 Bus 250 Bus 253 Bus 303	Rubrics, tests, quizzes	Majority of student earn 70% or higher	Faculty files

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Goal	Objective	Outcome	How Outcome is Measured	Measurement Tool	Success Criteria	Data Location
			Bus 305 Bus 310 Bus 350 Bus 360 Bus 402			
Goal 4: Possess qualifying knowledge and skills to pursue higher education in graduate schools or to enter a business career						
	Objective 4.1: Graduates will be able to apply qualitative and quantitative research methods.	Outcome 4.1.1: Understand how to develop constructive and meaningful inputs for business discussions.	WLLS 110 Bus 201 Bus 204 Bus 214 Bus 231 Bus 250 Bus 253 Bus 303 Bus 310 Bus 350 Bus 360 Bus 368 Bus 402	Rubrics, tests, quizzes	Majority of student earn 70% or higher	Faculty files
		Outcome 4.1.2: Demonstrate the capacity of change within society and to take steps to modify those within capabilities through constructive discussions.	WLLS 110 Bus 201 Bus 204 Bus 214 Bus 250 Bus 253 Bus 303 Bus 310 Bus 350 Bus 360 Bus 368 Bus 402	Rubrics, tests, quizzes	Majority of student earn 70% or higher	Faculty files
Goal 5: Being conscious of business ethics and social responsibility						
	Objective 5.1: Graduates will be conscious about being ethical and socially responsible when making business decisions.	Outcome 5.1.1: Perform an understanding of business ethics and social responsibility when making business decisions at all levels (corporate, business, and operational) in organizations.	Bus 100 Bus 201 Bus 202 Bus 204 Bus 203 Bus 213 Bus 214 Bus 220 Bus 250 Bus 253 Bus 305 Bus 310 Bus 365	Rubrics, tests, quizzes	Majority of student earn 70% or higher	Faculty files
		Outcome 5.1.2: Apply the understanding of business ethics and social responsibility when making sustainable investments as entrepreneurs regardless of the size of the organization.	WLLS 110 Bus 100 Bus 201 Bus 202 Bus 203 Bus 213 Bus 214 Bus 220 Bus 253 Bus 302 Bus 305 Bus 310	Rubrics, tests, quizzes	Majority of student earn 70% or higher	Faculty files
Goal 6: Possess a global business perspective						
	Objective 6.1: Graduates will apply global business perspectives to strategize local businesses.	Outcome 6.1.1: To develop an understanding of the global business environment and its influence and impact on the local businesses.	Bus 201 Bus 202 Bus 204 Bus 220 Bus 253 Bus 302 Bus 350 Bus 360	Rubrics, tests, quizzes	Majority of student earn 70% or higher	Faculty files

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Goal	Objective	Outcome	How Outcome is Measured	Measurement Tool	Success Criteria	Data Location
		Outcome 6.1.2: Demonstrate an ability to customize the local strategies in line with global business trends.	Bus 201 Bus 202 Bus 220 Bus 253 Bus 302 Bus 350	Rubrics, tests, quizzes	Majority of student earn 70% or higher	Faculty files

6. Curriculum Map

A mapping of the Business department courses with our Program and College Goals (Content and Essential Skills) are noted below in Table 2. This table is based on the business curriculum map drafted in 2014 and from information in the 2018-2019 Assessment Plan. Since 2014, several courses have been added, modified or deleted. Courses no longer being offered (or not in the catalog) are excluded. Table 2 also includes updated course numbers. New courses are included in the table, but mapping to Program and/or College Goals will to occur in 2019-2020.

Table 2: Mapping of Courses with Program and College Goals

Courses	Program Goals	College Goals: Content						College Goals: Essential Skills								
		1. Knowledge based business education	2. Craft pragmatic, timely, and most efficient solutions for business contexts	3. Use of technology in business	4. Possess qualifying knowledge and skills to pursue higher education in graduate schools or to enter a business career	5. Being conscious of business ethics and social responsibility	6. Possess a global business perspective	1. Breadth of knowledge Understanding the physical world, cultures, individuals, personal health and well being	2. Depth in field Developing expertise in a chosen major field	3. Career preparation Acquiring substantive and professional competence	1. Fundamental literacies	2. Critical thinking and application	3. Ethical decision making	4. Creativity	5. Metacognitive	6. Skills and beliefs to navigate living and working in community
WLLS 110 (previously BUS 111)	Personal Financial Management	X	X	X	X			X	X	X	X	X	X	X	X	X
Bus 100	Principles of Business		X	X		X				X						
Bus 201	Principles of Management	X	X	X	X	X	X		X	X	X	X	X	X	X	
Bus 202	Principles of Marketing	X	X	X		X	X	X		X	X	X	X	X	X	X
Bus 203	Social Entrepreneurship			X		X				X						
Bus 204	Business Analytics	X	X	X	X	X	X	X	X	X	X	X		X	X	
BUS 213	Accounting 1	X	X	X		X				X	X	X		X		
BUS 214	Accounting 2	X			X	X			X	X	X	X		X	X	X
BUS 220	International Business	X				X	X		X	X	X	X	X	X	X	X
BUS 230	Introduction to HRM		X	X						X	X	X	X	X	X	
Bus 231	Principles of Project Management			X	X					X						
BUS 250	Innovation and Creative Problem Solving			X	X	X				X	X	X	X	X	X	X
BUS 253	Investment Management and Strategies	X		X	X	X	X			X	X	X	X	X	X	X
Bus 302	Brand Management	X	X	X		X	X	X	X	X	X	X		X	X	

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BUS 303	Entrepreneurship and Small Business Management	X	X	X	X				X	X	X	X	X	X	X	X
BUS 305	Legal Environment of Business		X	X		X				X	X	X			X	X
BUS 310	Corporate Finance	X	X	X	X	X			X	X	X	X	X		X	X
BUS 350	Business Strategy	X		X	X		X		X	X	X	X	X	X	X	X
BUS 360	Strategic Marketing	X		X	X		X		X	X	X	X	X	X	X	X
BUS 365	Business Sustainability and Social Responsibility			X		X				X	X	X	X	X	X	X
BUS 368	Sales and Sales Management		X	X	X				X	X	X	X	X	X	X	X
BUS 290/390	Internship		X				X		X	X	X	X	X		X	X
BUS 395	Tutorial in Business								X	X	X	X		X	X	X
BUS 399	Independent Study								X	X	X	X		X	X	X
BUS 402	Senior Seminar in Business and Entrepreneurship		X	X	X		X		X	X	X	X		X	X	X

Note: The shaded areas indicate that Program or College Goals have not been established for these courses or need review.

7. How Assessment Data Will Be Utilized

Beginning with the 2019-2020 Assessment Plan, we will narrow our assessment focus on how well the Business Program meets success criteria for one rather than multiple Program Goals. We will present the results of these analyses in our annual report. This schedule may change, but tentatively we will use the following rotation for review:

- 2019-2020 Continue to assess Program Goal 3
- 2020-2021 Continue to assess Program Goal 3
- 2021-2022 Begin assessing Program Goal 1

Over the next two years we will continue to assess Program Goal 3. By continuing to assess Goal 3, we will have several years of data to compare and hope to see the impact of the College's new writing curriculum (implemented in the fall 2018). We will also conduct exit interviews with seniors and gather data from the Center for Academic and Career Advising to supplement our analyses. Finally, we will review/modify our curriculum map to ensure our new courses are linked to College Content and Essential Skill Goals.