

Business Program Assessment Plan 2020-2021

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. Our Program Goals align with the College Essential Skill Goals as noted:

- Goal 1: Knowledge based business education - 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

In the 2019-2020 plan, we note that Program Goal #3 is aligned with the College Essential Skill Goal #1 because the Middle States requires a writing and technology goal. Our Program Goal #3 includes technology, oral presentation, and writing learning outcomes (see Section 4).

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.

Business Program Assessment Plan 2020-2021

- 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.

Business Program Assessment Plan 2020-2021

- Outcome 6.1.2: Demonstrate an ability to customize the local strategies in line with global business trends.

5. Means of Assessment of Outcomes

EPC provided the following feedback on the 2019-2020 Assessment Plan:

The Business Program has a clear, organized, and easy to follow structure on obtaining the needed data in their program’s plan. The committee commends Business’ use of their Curriculum Map. Suggestions for future plans include finding ways to connect indirect methods of measurements along with the direct methods of data collecting, and the use of the “70% or higher” success criteria for all aspects. Could this be adjusted in areas to focus the information being collected?

We received 3 out of 3 for all categories in their feedback rubric except for “Comprehensive Methods” and “Success Criteria,” in which we received 2 out of 3. Our department plans to meet with EPC in the Fall of 2021 to discuss their feedback and understand how to effectively respond to improve/adjust the Assessment Plan for the future.

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 rubrics, 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 faculty on an annual basis. While Table 1 notes a minimum success criterion of a majority of students earning 70% or higher, the Assessment Report for 2020-2021 indicates several levels of success criteria for assignments being assessed (i.e., C or higher, B or higher, and A or higher).

Table 1: Means of Assessing Outcomes

Goal	Objective	Outcome	How Outcome is Measured	Measurement Tool	Minimum 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.	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.	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

Business Program Assessment Plan 2020-2021

Goal	Objective	Outcome	How Outcome is Measured	Measurement Tool	Minimum Success Criteria	Data Location
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	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).	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.	Bus 100 Bus 201 Bus 202 Bus 203 Bus 213 Bus 230 Bus 250 Bus 302 Bus 303 Bus 305 Bus 306 Bus 307 Bus 310 Bus 360 Bus 365 Bus 402	Rubrics, tests, quizzes, written assignments, oral presentations	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 Bus 305 Bus 307 Bus 310 Bus 350 Bus 360 Bus 402	Rubrics, tests, quizzes, presentations	Majority of student earn 70% or higher	Faculty files
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.	Bus 201 Bus 204 Bus 214 Bus 231 Bus 250 Bus 253 Bus 303 Bus 306 Bus 310 Bus 350 Bus 360 Bus 402	Rubrics, tests, quizzes, written assignments	Majority of student earn 70% or higher	Faculty files

Business Program Assessment Plan 2020-2021

Goal	Objective	Outcome	How Outcome is Measured	Measurement Tool	Minimum Success Criteria	Data Location
		Outcome 4.1.2: Demonstrate the capacity of change within society and to take steps to modify those within capabilities through constructive discussions.	Bus 201 Bus 204 Bus 214 Bus 250 Bus 253 Bus 303 Bus 310 Bus 350 Bus 360 Bus 402	Rubrics, tests, quizzes, written assignments	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 306 Bus 310 Bus 365	Rubrics, tests, quizzes, written assignments	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.	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, written assignments	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, written assignments	Majority of student earn 70% or higher	Faculty files
		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, written assignments	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 information in the 2018-2019 and 2019-2020 Assessment Plans. Courses no longer being offered are excluded (BUS 368) and new courses (BUS 306 and BUS 307) are added. A review of mapping to the Program and/or College Goals will continue to occur in 2021-2022.

Business Program Assessment Plan 2020-2021

Table 2: Mapping of Courses with Program and College Goals

Course # and Name		Program Goals						College Goals: Content			College Goals: Essential Skills					
		1	2	3	4	5	6	1	2	3	1	2	3	4	5	6
		Knowledge based business education	Craft pragmatic, timely, and most efficient solutions for business contexts	Use of technology in business	Possess qualifying knowledge and skills to pursue higher education in graduate schools or to enter a business career	Being conscious of business ethics and social responsibility	Possess a global business perspective	Breadth of knowledge Understanding the physical world, cultures, individuals, personal health and well being	Depth in field Developing expertise in a chosen major field	Career preparation Acquiring substantive and professional competence	Fundamental literacies	Critical thinking and application	Ethical decision making	Creativity	Metacognitive	Skills and beliefs to navigate living and working in community
Bus 100	Principles of Business		X	X		X				X	X	X				
Bus 201	Principles of Management	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	
Bus 203	Social Entrepreneurship			X		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	
Bus 220	International Business	X				X	X		X	X	X	X	X	X	X	
Bus 230	Introduction to HRM		X	X						X	X	X	X	X		
Bus 231	Principles of Project Management			X	X					X	X				X	
Bus 250	Innovation and Creative Problem Solving			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	
Bus 302	Brand Management	X	X	X		X	X	X	X	X	X	X		X	X	
Bus 303	Entrepreneurship and Small Business Management	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 306	Business Ethics			X	X	X						X		X	X	
Bus 307	Marketing Analytics			X							X	X			X	
Bus 310	Corporate Finance	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	
Bus 360	Strategic Marketing	X		X	X		X		X	X	X	X	X	X	X	

Business Program Assessment Plan 2020-2021

Course # and Name		Program Goals						College Goals: Content			College Goals: Essential Skills					
		1	2	3	4	5	6	1	2	3	1	2	3	4	5	6
		Knowledge based business education	Craft pragmatic, timely, and most efficient solutions for business contexts	Use of technology in business	Possess qualifying knowledge and skills to pursue higher education in graduate schools or to enter a business career	Being conscious of business ethics and social responsibility	Possess a global business perspective	Breadth of knowledge Understanding the physical world, cultures, individuals, personal health and well being	Depth in field Developing expertise in a chosen major field	Career preparation Acquiring substantive and professional competence	Fundamental literacies	Critical thinking and application	Ethical decision making	Creativity	Metacognitive	Skills and beliefs to navigate living and working in community
Bus 365	Business Sustainability and Social Responsibility			X		X				X	X	X	X	X	X	X
Bus 290/390	Internship		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		X	X	X			X	X	X	X	X		X	X	X

Note: Some courses need to be mapped to the College Content Goals- noted in shaded areas.