

Barton School of Business Assessment Status Report - Jan. 16, 2007

| Program | Learning Goal | Where It's Measured | How It's Measured | Implementation Status |
|-------------------------|--|---------------------|---|--|
| BBA degree (AACSB only) | 1. Basic skills core knowledge: oral and written communication | Rising Junior Test | Exam to be taken before start of junior year; completion required for advanced standing | FL06: surveyed faculty about concepts, write questions SP07: pilot test Start of FL07: full implementation |
| | 1. Basic skills core knowledge: mathematics | Rising Junior Test | Exam to be taken before start of junior year; completion required for advanced standing | FL06: surveyed faculty about concepts, write questions SP07: pilot test Start of FL07: full implementation |
| | 1. Basic skills core knowledge: statistics | Rising Junior Test | Exam to be taken before start of junior year; completion required for advanced standing | FL06: surveyed faculty about concepts, write questions SP07: pilot test Start of FL07: full implementation |
| | 1. Basic skills core knowledge: economic theory | Rising Junior Test | Exam to be taken before start of junior year; completion required for advanced standing | FL06: surveyed faculty about concepts, write questions SP07: pilot test Start of FL07: full implementation |

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| BBA degree (AACSB only) - continued | 1. Basic skills core knowledge: computer technology | Rising Junior Test | Exam to be taken before start of junior year; completion required for advanced standing | FL06: surveyed faculty about concepts, write questions SP07: pilot test Start of FL07: full implementation |
| | 1. Basic skills core knowledge: accounting systems | Rising Junior Test | Exam to be taken before start of junior year; completion required for advanced standing | FL06: surveyed faculty about concepts, write questions SP07: pilot test Start of FL07: full implementation |
| | 1. Basic skills core knowledge: financial statements | Rising Junior Test | Exam to be taken before start of junior year; completion required for advanced standing | FL06: surveyed faculty about concepts, write questions SP07: pilot test Start of FL07: full implementation |
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| | 1. Core knowledge: entrepreneurship | ENTR 310 | (On hold pending curriculum revision SP07) | (On hold pending curriculum revision SP07) |
| | 1. Core knowledge: international business | IB 333 | Exam to be taken at the end of the course. | Pilot test SP07 |
| | 1. Core knowledge: management | MGMT 360, MGMT 681 | Exam questions | Pilot tested FL06; reviewing results |
| | 1. Core knowledge: operations | DS 350 | Exams, projects | Pilot tested FL06; reviewing results |
| | 1. Core knowledge: | MGMT 360 | Exam questions | Pilot tested FL06; |

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| | human resources | | | reviewing results |

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| HLC) | and software | 803 | exams | AY2005; ongoing |
| | 2. Conduct research | ECON 891 (independent project), ECON 896 (thesis) | Successful completion of independent project or thesis | Implemented AY2005; ongoing |
| | 3. Mastery of basic macroeconomic models | ECON 702, ECON 801 | Performance on 4 exam questions | Implemented AY2005; ongoing |
| | 4. Mastery of basic microeconomic models | ECON 702, ECON 804 | Performance on 7 exam questions | Implemented AY2005; ongoing |
| | 5. Effective writing for economics | ECON 803, ECON 891 (independent project), ECON 896 (thesis) | Dept. Assessment Comm. reviews a sample of completed projects | Implemented AY2005; ongoing |
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| MACC (AACSB, HLC) | 1. Effective communication and team work | ACCT 815, ACCT 825, ACCT 835, ACCT 840 | Communication components of various assignments | Implemented AY2005; ongoing |
| | 2. Use and manage technology | ACCT 825, ACCT 860 | AIS projects and effective use of technology in communications | Implemented AY2005; ongoing |
| | 3. Conduct research of accounting and auditing standards and tax law | ACCT 815, ACCT 835, ACCT 840 | Case reports and research results | Implemented AY2005; ongoing |
| | 4. Ethics | Program orientation | Case study | To be implemented FL07 with next class |
| ACCT major (HLC, AACSB) | 1.a. Audit processes and standards | ACCT 640 | Case-study project ACCT Major exam | Pilot tested FL06; reviewing results |

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| | 1.b. Financial accounting information and standards | ACCT 310, 410 | Exams and projects ACCT Major exam | Pilot tested FL06; reviewing results |
| | 1.c. Use managerial accounting information for decision-making, planning and control | ACCT 320, 620 | Exams ACCT Major exam | Pilot tested FL06; reviewing results |
| | 1.d. Understand tax law, concepts, definitions, and tax compliance system | ACCT 430, 630 | Assignments, exams ACCT Major exam s | Pilot tested FL06; reviewing results |
| | 2, 3, 4, 5 Same as BBA | Same as BBA | Same as BBA | Same as BBA |
| | | | | |
| Business Administration major (HLC only) | Same as BBA | Same as BBA | Same as BBA | Same as BBA |
| | | | | |
| Economics major (HCL only) | 1. Mastery of economic way of thinking | ECON 301, ECON 302 (or 304) | Exam questions | Pilot tested FL06; reviewing results |
| | 2. Understanding of environment in which businesses operate | ECON 301, ECON 302 (or 304) | Exam questions | Pilot tested FL06; reviewing results |
| Economics major (HCL only) - continued | 3. Understand how incentives influence behavior | ECON 301, ECON 302 (or 304) | Exam questions | Pilot tested FL06; reviewing results |

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| | 3. Understand how prevailing economic system affects decision making | ECON 301, ECON 302 (or 304) | Exam questions | Pilot tested FL06; reviewing results |
| | 4. Apply economic reasoning to business decision making | ECON 301, ECON 302 (or 304) | Exam questions | Pilot tested FL06; reviewing results |
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| Entrepreneurship major (HCL only) | Pending curriculum revision | Pending curriculum revision | Pending curriculum revision | Pending curriculum revision |
| | | | | |
| Finance major (HLC only) | 1A. Sources and costs of capital, and weighted average cost of capital | FIN 666 | Exam problems | Pilot tested FL06; reviewing results |
| | 1B. Capital budgeting | FIN 666 | Exam problems | Pilot tested FL06; reviewing results |
| | 1C. Firm valuation using Free Cash Flow method | FIN 666 | Exam problems | Pilot tested FL06; reviewing results |
| | 2A. Capital structure | FIN 440 | Exam questions | Pilot tested FL06; reviewing results |
| | 2B. Dividend payout policy | FIN 440 | Exam questions | Pilot tested FL06; reviewing results |
| | 2C. Working capital management | FIN 440 | Exam questions | Pilot tested FL06; reviewing results |
| Finance major (HLC only) - continued | 2D. Long-term financing | FIN 440 | Exam questions | Pilot tested FL06; reviewing results |
| | 2E. Mergers and | FIN 440 | Exam questions | Pilot tested FL06; |

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| | of marketing in management of an organization | | | reviewing results |
| | 3. Use marketing theory and processes to make marketing decisions and integrate marketing with other organizational activities | MKT 609 | Exam questions | Pilot tested FL06; reviewing results |
| | 4. Recognize the ethical ramifications of marketing decision making | MKT 609 | Exam questions | Pilot tested FL06; reviewing results |