

ASSESSMENT REPORT FOR

Bachelor of Business Administration with a concentration in Marketing (BBA-MKT)
Instructional Degree Program

Spring 2003
Assessment Period Covered

July 15, 2003
Date Submitted

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission Reference:

Texas A&M International University, a Member of The Texas A&M University System, is committed to the preparation of students for leadership roles in their chosen profession and in increasingly complex, culturally diverse state, national, and global society ... Through instruction, faculty and student research, and public service, Texas A&M International University is a strategic point of delivery for well-defined programs and services that improve the quality of life for citizens of the border region, the State of Texas, and national and international communities.

College/University Goal(s) Supported:

The primary objectives of the College of Business Administration are directed toward the parameters of education for the administration of business organizations. To this end, curriculum development is a continuous activity in response to social, economic and technological developments reflected in the evolving knowledge in the behavioral and quantitative sciences.

Intended Educational (Student) Outcomes:

1. Students should demonstrate a basic understanding of the concepts included in the COBA common body of knowledge.
2. Graduates will demonstrate competency in communication skills.

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Intended Educational (Student) Outcome:

NOTE: There should be one form for each intended outcome listed. The intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

1. Students should demonstrate a basic understanding of the concepts included in the COBA common body of knowledge.

First Means of Assessment for Outcome Identified Above:

1a. Means of Program Assessment & Criteria for Success:

The undergraduate business test produced and graded by the Educational Testing Service will be used to determine mastery of the common core. The test will be administered as part of a senior level capstone class. The assessment indicators used will be accounting, economics, management, quantitative business analysis, finance, marketing, legal and social environment, and international issues. The department will measure success as a 70% attainment overall (average of all student scores for the topic) with no area being below 50% attainment.

1a. Summary of Assessment Data Collected:

The mean score for the 17 students taking the examination was 134.7 out of a possible 200 producing an attainment of 67.4%. The assessment indicators are as follows:

Accounting	27.2%
Economics	31.5%
Management	35.9%
Quantitative Business Analysis	34.0%
Finance	25.8%
Marketing	41.6%
Legal and Social Environment	36.3%
International Issues	33.5%

1a. Use of Results to Improve Instructional Program:

The faculty decided to continue to administer this test in the spring 2004 semester. Due to the small number of students taking the examination, no corrective action was initiated as a result of these scores. The examination will be administered to graduating students again in spring 2004.

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2. Graduates will demonstrate competency in communication skills.

First Means of Assessment for Outcome Identified Above:

2a. Means of Program Assessment & Criteria for Success:

Students must complete a COBA committee designed and graded writing assignment demonstrating competency in spelling, capitalization, and punctuation. The department defines success as 70% attainment in each area (average of all students scores for the topic), with results in no area below 50%.

2a. Summary of Assessment Data Collected:

One hundred final examination essays were selected from three sections of the business communication course. From this group, a random selection of twenty papers were read and scored. No spelling errors were observed due to the use of spell checker software. No capitalization errors were observed due to the self-correcting nature of Word and WordPerfect. Three punctuation errors were observed involving the omission of commas.

2a. Use of Results to Improve Instructional Program:

The faculty decided to continue to monitor the final writing project in this class; however, the evaluation criteria will be changed to an evaluation of clarity, style and grammar (including sentence structure)

SUPPORT DOCUMENTATION

SOURCE	LOCATION/Special Instructions
Undergraduate Business Test (by ETS)	
Final Examination Essays	