



Accounting | 2014-2015 Assessment Plan

1. Which outcome will you assess?

The Business Administration (Accounting) program chose to assess two of its four Program Level Learning Goals (or PLLGs) this year:

- **PLLG 1:** Approach business challenges from an interdisciplinary and global perspective.
- **PLLG 4:** Evaluate business decisions in terms of how they impact sustainability.

2. Which technique will you use to assess this outcome?

PLLG 1 will be assessed using embedded assessment in two sections of BUS ADM 482: Strategic Management and two sections of BUS ADM 424: Marketing Research in Fall 2014 semester.

Assignments will be randomly chosen by instructors and collected from students in these four sections and then assessed using a rubric, designed to assess the following traits:

- Trait 1: Usage of concepts and principles from at least two disciplines in the work
- Trait 2: Does the student use disciplinary knowledge accurately and effectively?
- Trait 3: Do the conclusions drawn from the work indicate that understanding has been advanced by the integration of disciplinary views?

PLLG 4 will be assessed in two sections of BUS ADM 322: Introductory Marketing in Fall 2014 semester. Randomly selected responses to an essay assignment will be evaluated using a rubric, designed to assess the following traits:

- Trait 1: Identify underlying social/environmental issues
- Trait 2: Understand Importance of CSR in decision making
- Trait 3: Applications of social responsibility concepts in decision making

3. Which course or group of students will you assess on the outcome chosen above and when?

PLLG 1 (Interdisciplinary perspectives) will be assessed in these courses in Fall:

- BUS ADM 482- 800 Strategic Management (online)
- BUS ADM 482- Strategic Management (Face-to-Face)
- BUS ADM 424-001- Marketing Research
- BUS ADM 424-002- Marketing Research

PLLG 4 (Evaluate business decisions in terms of how they impact corporate social responsibility) will be assessed in BUS ADM 322: Introductory Marketing (sections 1 and 3) in Fall 2014.

4. **Who will do the assessment and coordinate the data collection and reporting?**

Overall assessment activities in the Cofrin School of Business is the responsibility of the School's Assurance of Learning (AOL) Committee, chaired by Prof. Sampath Ranganathan. Further, for each PLLG, data collection and interpretation is coordinated by a faculty team. The teams for **PLLG 1** and **PLLG 4** are as follows:

- **PLLG 1** team: Sampath Ranganathan (team leader), Michael Knight, Bob Nagy, Caldie Thomas, Patricia Albers
- **PLLG 4** team: Sampath Ranganathan (team leader), Gaurav Bansal, Patrick Kotowski and Larry McGregor

Finally, additional faculty will be asked, as needed, to assist in assessment activities.