

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
	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
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
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