

CALIFORNIA STATE UNIVERSITY, FRESNO
CRAIG SCHOOL OF BUSINESS
BUSINESS ADMINISTRATION (BA)

STUDENT OUTCOMES ASSESSMENT PLAN (SOAP)

I. Mission Statement

The Craig School of Business (CSB) at California State University, Fresno educates and inspires a diverse student body and supports economic development in Central California and beyond

CSB's mission is consistent with the California State University, Fresno's mission. We especially identify the following consistencies.

Economic enhancement of community. Both mission statements recognize the importance of a strong higher education facility to promote the economic well-being and development of the region.

Productive careers. Both mission statements emphasize productivity in careers and as members of the community.

Engaging in research. Both mission statements reflect the recognized value of research to advancing knowledge. Both statements emphasize disseminating the results of research to enhance the community.

Community service. Both mission statements recognize dedication to community service.

Partnerships with professional community. Both statements recognize the value of the learning institution partnering with the business community.

CSB is accredited by the Association to Advance Collegiate Schools of Business, AACSB International, since 1959. AACSB is the accrediting agency for schools of business and the highest level of accreditation a school of business can achieve. Reaccreditation occurs every six years. The most recent reaccreditation CSB underwent occurred in 2019.

II. Program Learning Outcomes (Also known as Goals) and related SLO's

- 1: BA graduates will have discipline specific knowledge

SLO 1 (KN)

BA Graduates will demonstrate **comprehension of all functional areas of business** (e.g., accounting, finance, marketing, organizational behavior, human resources, legal and social issues, information systems, etc.).

- 2: BA graduates will make judgments utilizing business decision support and productivity tools

SLO 2 (IT)

BA Graduates will demonstrate the ability to make data informed judgments utilizing spreadsheets and other **analytical tools and technology**.

- 3: BA graduates will work effectively with others

SLO 3 (TM)

BA Graduates will demonstrate ability to **work effectively with other people** through effective teamwork practices and to contribute substantively to a group product.

- 4: BA graduates will demonstrate an understanding and appreciation for global, cultural and ethical values

SLO 4.1 (GL)

BA Graduates will demonstrate awareness of **global business environments** and cultural diversity in addressing business problems.

SLO 4.2 (ET)

BA Graduates will apply often conflicting **ethical** theories to manage their behavior in business situations.

- 5: BA graduates will demonstrate professional development with an applied experience in business

SLO 5 (PX)

BA Graduates will demonstrate professional career development as a result of at least one **applied experience** in business.

- 6: BA graduates will meet core competency in oral communication

SLO 6 (OC)

BA Graduates will prepare and deliver a coherent, professional **oral presentation** on a business issue.

- 7: BA graduates will meet core competency in written communication

SLO 7 (WC)

BA Graduates will demonstrate the **ability to write** a clear, concise, well-organized and properly framed analysis of a business issue.

- 8: BA graduates will meet core competency in quantitative reasoning

SLO 8 (QR)

BA Graduates will demonstrate the ability to reason quantitatively.

III. Curriculum Map [d]: Courses in which SLO's are addressed and evaluated

COURSE	SL O 1 (K N)	SL O 2 (IT)	SL O 3 (T M)	SL O 4.1 (G L)	SL O 4.2 (ET)	SL O 5 (P X)	SL O 6 (O C)	SL O 7 (W C)	SL O 8 (Q R)
BA 105W							D	D	
DS 123									D
FIN 120	D	D							D
IS 130	D	D		D	D				
MGT 110	D		D	D	D	D	D		
MGT 124	D	D							M
MKTG 100S	D		D	D	D	M			
MGT 187	M		M		D	M	M	M	
MKTG 188	M		M		D	M	M	M	
IS 187	M		M		D	M	M	M	
ACCT 187					M		M	M	
INTERNSHIP 195/191	D	D	D		D	M	D	D	D
STUDY ABROAD				M		M			

I=INTRODUCED

D=DEVELOPED

M=MASTERED

 = ASSESSMENT

IV. SLO's Mapped to Assessment Measures and Methods [e]

ASSESSMENT MEASURE	EVALUATION METHOD	SLO 1 (KN)	SLO 2 (IT)	SLO 3 (TM)	SLO 4 (.1 (GL))	SLO 4 (.2 (ET))	SLO 5 (PX)	SLO 6 (OC)	SLO 7 (WC)	SLO 8 (QR)
EXAM-Functional Areas Exit Exam	SCORE	X								
ASSIGNMENT-Quantitative Reasoning	RUBRIC									X
ASSIGNMENT-Oral Presentation	RUBRIC							X		
ACTIVITY-Team Work	RUBRIC			X						
ACTIVITY-Ethical Behavior	RUBRIC					X				
ASSIGNMENT-Information Technology	RUBRIC		X							
EXAM-Global and Cultural Awareness	SCORE				X					
ACTIVITY-Service Learning	IMPACT EVALUATION						X			
SURVEY-International Business Programs Study Abroad	IMPACT EVALUATION						X			
ASSESSMENT-Writing Checklist	CRITERIA								X	
SURVEY-Internship - Student/Employer	IMPACT EVALUATION						X			
ASSESSMENT-Internship - Faculty	CRITERIA						X			

V. Assessment Measures

A. Direct Measures

1. Program Functional Areas Exit Exam

Method: Exam questions are selected from a pool of questions prepared by faculty coordinating and teaching the program core courses. The set of questions cover each functional area in the program. For a given semester, the exit exam coordinator selects five questions from each area. Each student taking the exam answers 10 questions (five from two areas) varying the areas that respective students receive so all areas are covered with a set of sample responses. Student take the exit exam in the practicum project courses. Exams are graded centrally and results are summarized.

2. Information Technology Assignment Rubric

Method: Students create a model in MS Excel to support scenario analysis (what-if) and decision making and write up a recommendation based on results obtained as part of the

IS130 course requirements. The model and recommendation are assessed using the Information Technology Rubric. Each instructor assesses the students in each section.

3. Team Work Activity Rubric

Method: Students participate in a business simulation where they are required to write memos, give an impromptu presentation, and take part in group meetings. The activity is part of the CSB Assessment Center, is approximately a three-hour session, and is video-taped. The Assessment Center Rubric is used to assess team work.

4. Multicultural Awareness Unit Exam

Method: Students complete a unit on multicultural awareness and take an exam after they complete the unit. Exams are collected and graded by the course coordinator.

5. Ethical Behavior Activity Rubric

Method: Students participate in a business simulation where they are required to write memos, give an impromptu presentation, and take part in group meetings. The activity is part of the Assessment Center, is approximately a three-hour session, and is video-taped. The Assessment Center Rubric is used to assess ethical behavior.

6. Capstone Project Rubric

Student work on projects that address business problems for a local business organization acting as a client. The Project Rubric is used to assess each capstone project. The course instructor assesses the projects.

7. Oral Presentation Rubric

Method: Students record a video of themselves giving a presentation regarding how they were going to improve, and or build upon, the Assessment Center results identified in their feedback. Presentations are four minutes in length and is to be recorded and then uploaded as private YouTube video. The Assessment Center Rubric is used to assess oral communication.

8. Writing Assignment Checklist

Method: Students write a piece as part of the course BA 105W. Student works is collected and scored by business professionals and school faculty using a writing checklist.

9. Quantitative Reasoning Assignment Rubric

Method: Students create and analyze mathematical models that may include formulas, graphs, tables, or schematics, and draw inferences from them. The Quantitative Reasoning Rubric is used to assess this assignment.

B. Indirect Measures

1. Service Learning Activity Survey

Method: Students participate in a service learning activity/project as part of the curriculum of MKT100S. At the end of the activity/project students complete a survey.

2. Internship Program Intern and Employer Surveys

Method: Students take part of an internship in a local business organization. Employers and Interns fill out a survey at the start and end of the internship experience.

3. International Business Programs Study Abroad Survey

Method: Students participate in the Study Abroad Summer Program. In this program, students take classes and visit local business organizations. Students fill out the survey at the end of the program.

VI. Assessment Schedule/Timeline

Academic Year	Semester	Measure	SLO 1 (KN)	SLO 2 (IT)	SLO 3 (T M)	SLO 4.1 (GL)	SLO 4.2 (ET)	SLO 5 (PX)	SLO 6 (OC)	SLO 7 (W C)	SLO 8 (QR)
2020 - 2021	SPRING	Functional Areas Exit Exam	X								
		Quantitative Reasoning Assignment - DS123									X
		Oral Presentation Assignment - MGT 110							X		
		Team Work Activity - MGT 110			X						
		Ethical Behavior Activity - MGT 110					X				
	FALL	Information Technology Assignment - IS 130		X							
		Global and Cultural Awareness Exam - MKTG 100S				X					
		Service Learning Activity - MKTG 100S						X			
		International Business Programs Study Abroad Survey						X			
		Writing Assignment Checklist - BA105W									
		Internship Program- Student/Employer Evaluation								X	
		Internship Program - Faculty Assessment						X			
								X			
2021 - 2022	SPRING	Functional Areas Exit Exam	X								
		Quantitative Reasoning Assignment - DS123		X							
		Oral Presentation Assignment - MGT 110							X		
		Team Work Activity - MGT 110			X						
		Ethical Behavior Activity - MGT 110					X				

Year	Term	Activity	IS 130	MKTG 100S	MGT 110	DS 123	BA 105W
2022 - 2023	SPRING	Information Technology Assignment - IS 130	X				
		Global and Cultural Awareness Exam - MKTG 100S		X			
		Service Learning Activity - MKTG 100S					X
		Internship Program- Student/Employer Evaluation					X
		Internship Program - Faculty Assessment					X
	FALL	International Business Programs Study Abroad Survey					X
		Writing Assignment Checklist - BA105W					
							X
2023 - 2024	SPRING	Functional Areas Exit Exam	X				
		Quantitative Reasoning Assignment - DS123					X
		Oral Presentation Assignment - MGT 110				X	
		Team Work Activity - MGT 110		X			
		Ethical Behavior Activity - MGT 110				X	
	FALL	Information Technology Assignment - IS 130	X				
		Global and Cultural Awareness Exam - MKTG 100S		X			X
		Service Learning Activity - MKTG 100S					X
		Internship Program- Student/Employer Evaluation					X
		Internship Program - Faculty Assessment					X
2024 - 2025	SPRING	Functional Areas Exit Exam	X				
		Quantitative Reasoning Assignment - DS123					X
		Oral Presentation Assignment - MGT 110				X	
		Team Work Activity - MGT 110		X			
		Ethical Behavior Activity - MGT 110			X		
		International Business Programs Study Abroad Survey				X	
		Writing Assignment Checklist - BA105W					X

VII. Closing the Loop

The Craig School of Business has a Committee on Undergraduate Program (CUP) responsible for monitoring the undergraduate program, suggesting curriculum and course changes, and reviewing changes proposed by others. Additionally, the School has an Assessment Team responsible for overseeing and coordinating assessment activities and result analysis. One member of CUP is also in the Assessment Team and serves as liaison between the two entities.

In coordination with CUP, the Assessment Team works with course and assessment activity coordinators to ensure assessment activities are conducted timely and the instruments are used appropriately. The CSB members of the Assessment Team analyze assessment results and report these to CUP, Department Chairs and faculty at large during faculty meetings. Faculty are asked to emphasize the areas where results are lower than expected. The process of closing the loop is illustrated in the picture below.