

BUFFALO STATE
STATE UNIVERSITY OF NEW YORK
BUFFALO, NEW YORK

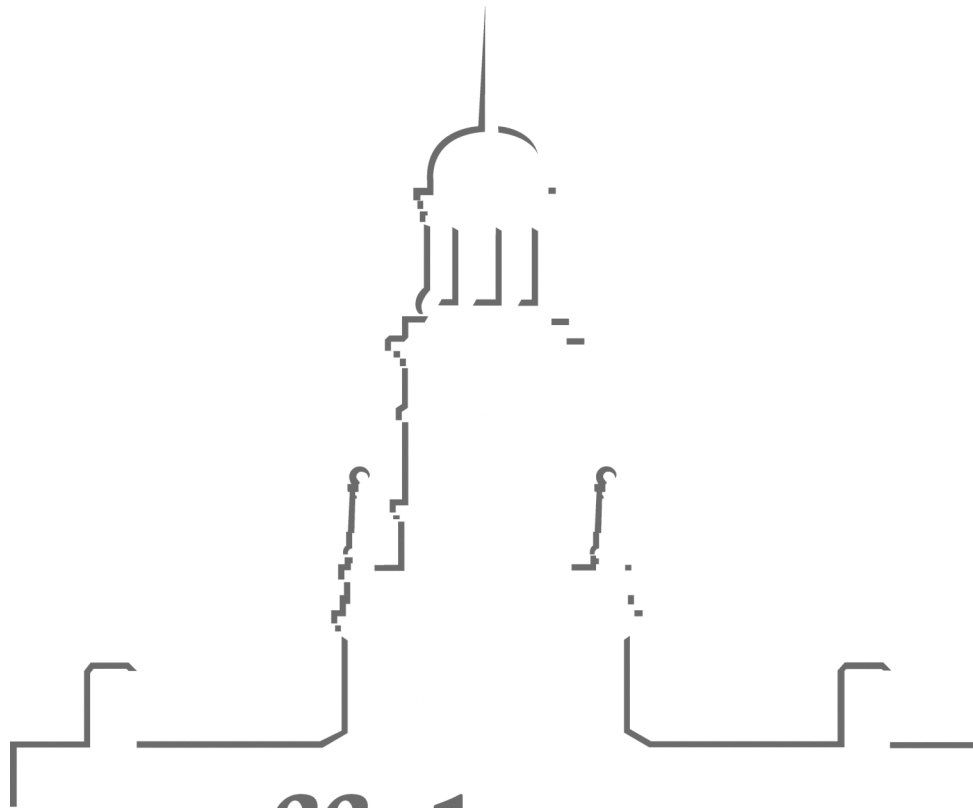
OUTCOMES ASSESSMENT STATUS REPORT FOR 2004/2005

DEPARTMENT OF BUSINESS

CORE COURSES

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION

Prepared by: Dr. James R. Maxwell



Buffalo State
State University of New York

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DEPARTMENT OF BUSINESS
CORE COURSES
BACHELOR OF SCIENCE BUSINESS ADMINISTRATION

Academic Program Name:	Core Course BSBA	Level:	Bachelor
College:	Faculty of Applied Science and Education	Department:	Business
Date Submitted:	1/24/04	Person Who Prepared Report:	James Maxwell

I. ASSESSMENT ACTIVITIES:

The Department of Business utilizes capstone course, BUS 430, to assess student achievement in the common business core. The BUS 430 instructors assess student achievement in each functional area of the common core. The results of this review are tabulated on a scoring rubric.

II. ASSESSMENT RESULTS:

The 2004/2005 Academic Year will be a test year for the scoring rubrics. Changes will be made to the rubrics as needed. These changes will be tested starting in the Fall, 2005 semester. The scoring rubrics are included as attachment two.

III. IMPLEMENTATION – USE OF FINDINGS FOR PROGRAM IMPROVEMENT:

At this time we are still in the prototype stage. We are testing the revised rubric in the Fall 04 and Spring 05 semesters. During the Spring 2005 semester we expect to complete a report detailing our findings and any suggestions for changes in the common core.

IV. TIME-LINE:

As stated above, we are in the prototype stage in the development of the assessment rubric. We expect to perfect this rubric during the 2005/2006 academic year and make some tentative recommendations for changes in the core courses. Any substantive changes will be made after we have at least two years of data using the revised rubric.

[STYLE FORMAT]

ATTACHMENT TWO:

SCORING RUBRICS FOR CORE COURSE ASSESSMENT

(Fall 00 summary rubric.wb3)

- SCORING:
1. Student shows no application of this objective.
 2. Student shows little application of this objective.
 3. Student shows some application of this objective.
 4. Student shows considerable application of this objective.
 5. Student shows comprehensive understanding of this objective.

GOAL # : TITLE & COURSE NUMBER

Place check mark in appropriate column.

OBJECTIVE:

Cognitive and Performance Component to be Assessed	Numerical Scale				
	1	2	3	4	5
	Evaluative Descriptors for Each Level of Performance				
	Unsatisfactory	Marginal	Satisfactory	Proficient	Exemplary
Poor understanding of basic concepts and unable to apply this outcome objective.	Limited understanding of basic concepts and not able to consistently apply this outcome objective.	Adequate but lacks full understanding of basic concepts for this outcome objective.	Thorough but not complete understanding of concepts and able to apply this outcome objective.	Comprehensive understanding of this outcome objective and highly proficient.	
Outcome 1:					
Outcome 2:					
Outcome 3:					
Outcome 4:					

TOTAL NUMBER CHECKED _____

NUMBER CHECKED TIMES RAW SCORE _____

MEAN SCORE _____

Place check mark in appropriate column.

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GOAL 1: BUS 312 FINANCIAL ACCOUNTING

Place check mark in appropriate column.

OBJECTIVES:

Cognitive and Performance Component to be Assessed	Numerical Scale				
	1	2	3	4	5
	Evaluative Descriptors for Each Level of Performance				
	Unsatisfactory	Marginal	Satisfactory	Proficient	Exemplary
	Poor understanding of basic concepts and unable to apply this outcome objective.	Limited understanding of basic concepts and not able to consistently apply this outcome objective.	Adequate but lacks full understanding of basic concepts for this outcome objective.	Thorough but not complete understanding of concepts and able to apply this outcome objective.	Comprehensive understanding of this outcome objective and highly proficient.
Outcome 1: Prepare and analyze basic financial statements.					
Outcome 2: Prepare capital and cash budgets, choose optimal capital structure, and manage working capital.					
Outcome 3: Discuss a firm's financing and investment decisions using correct terminology.					
Outcome 4: Develop long-term investment and financing strategies to maximize a firm's value.					

<p>Outcome 5: Prepare a financial analysis of a company to include projections using time value techniques, analysis of the firm's current condition, risk analysis of the firm, and the firm's future prospects.</p>					
<p>Outcome 6: Define accounting in general and financial accounting in particular.</p>					
<p>Outcome 7: Name the different branches ("dialects") or sub-fields of accounting.</p>					
<p>Outcome 8: Explain who uses accounting information, how, why, and when; and describe types of accounting professionals.</p>					
<p>Outcome 9: Understand basic financial accounting vocabulary (terms and concepts), including, for example, asset, liability, owner's equity, capital, revenue, expense, income/loss, etc. Be able to distinguish between correct or erroneous uses in multiple-choice scenarios.</p>					
<p>Outcome 10: Demonstrate familiarity with some of the underlying theories, logic or operative rules, of the financial accounting language, such as, conceptual framework (including GAAP), the basic accounting model, and valid variables (accountable events) that impact and change the model, and how.</p>					

<p>Outcome 11: Diagrammatically illustrate the basic components of a Financial Accounting Information System (FAIS) model, and identify its typical (financial statement) outputs. They should also be able to classify accounts, in say, a disorganized list, into their proper financial statement types and/or categories, when requested.</p>					
<p>Outcome 12: Identify, process, and report the accountable events of an accounting entity. The superior students should be able to, accurately analyze complex accountable events using appropriate accounting logic, and apply the processing rules and methods to produce requested financial accounting outputs. Such students should also be able to meaningfully analyze, interpret, or describe the use of, the general-purpose financial statements.</p>					

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MEAN SCORE _____

[STYLE FORMAT]

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GOAL2: BUS 313 MANAGERIAL ACCOUNTING

Place check mark in appropriate column.

OBJECTIVES:

Cognitive and Performance Component to be Assessed	Numerical Scale				
	1	2	3	4	5
	Evaluative Descriptors for Each Level of Performance				
	Unsatisfactory	Marginal	Satisfactory	Proficient	Exemplary
	Poor understanding of basic concepts and unable to apply this outcome objective.	Limited understanding of basic concepts and not able to consistently apply this outcome objective.	Adequate but lacks full understanding of basic concepts for this outcome objective.	Thorough but not complete understanding of concepts and able to apply this outcome objective.	Comprehensive understanding of this outcome objective and highly proficient.
Outcome 1: Managerial Accounting and Cost Concepts					
Outcome 2: Job-Order Cost Accounting Systems					
Outcome 3: Process Cost Accounting Systems					
Outcome 4: Cost Behavior: Analysis and Use					
Outcome 5: Cost-Volume-Profit Relationships					
Outcome 6: Profit Planning/Budgeting					
Outcome 7: Standard Costing					

Outcome 8: Flexible Budgeting and Overhead Analysis					
Outcome 9: Capital Budgeting					
Outcome 10: Prepare and design an integrated spreadsheet using financial and other business information.					
Outcome 11: Prepare a formal business report using standard word processing programs.					
Outcome 12: Use standard database formulas and commands.					
Outcome 13: Obtain and utilize information from the internet and other computer information systems in preparing a formal business report.					

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GOAL3: BUS 320 PRINCIPLES OF MARKETING

Place check mark in appropriate column.

OBJECTIVES:

Cognitive and Performance Component to be Assessed	Numerical Scale				
	1	2	3	4	5
	Evaluative Descriptors for Each Level of Performance				
	Unsatisfactory	Marginal	Satisfactory	Proficient	Exemplary
	Poor understanding of basic concepts and unable to apply this outcome objective.	Limited understanding of basic concepts and not able to consistently apply this outcome objective.	Adequate but lacks full understanding of basic concepts for this outcome objective.	Thorough but not complete understanding of concepts and able to apply this outcome objective.	Comprehensive understanding of this outcome objective and highly proficient.
Outcome 1: Demonstrate the ability to develop a basic marketing plan.					
Outcome 2: Demonstrate the ability to gather and utilize secondary and primary information bearing on the markets in which the business is operating/wish to operate in.					
Outcome 3: Demonstrate the ability to develop tactics to be utilized in the product development, pricing, promotion and distribution for the organization under study.					

Outcome 4: Introduce you to the range of activities involved in the marketing process.					
Outcome 5: Help you develop an understanding of marketing concepts and principles.					
Outcome 6: Guide you in the understanding of the basic functions of marketing and the ability to apply that knowledge to organizational situations.					
Outcome 7: Explore the close relationship between societal trends and marketing.					
Outcome 8: The development of a marketing plan that aids you in developing skills relevant to marketing management.					
Outcome 9: Explore the social responsibility and ethics involved in marketing and acquire an understanding of the international/global marketplace.					

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GOAL4: BUS 325 HUMAN RESOURCE MANAGEMENT

Place check mark in appropriate column.

OBJECTIVES:

Cognitive and Performance Component to be Assessed	Numerical Scale				
	1	2	3	4	5
	Evaluative Descriptors for Each Level of Performance				
	Unsatisfactory	Marginal	Satisfactory	Proficient	Exemplary
	Poor understanding of basic concepts and unable to apply this outcome objective.	Limited understanding of basic concepts and not able to consistently apply this outcome objective.	Adequate but lacks full understanding of basic concepts for this outcome objective.	Thorough but not complete understanding of concepts and able to apply this outcome objective.	Comprehensive understanding of this outcome objective and highly proficient.
Outcome 1: The general objectives of HRM					
Outcome 2: The evolving role of HRM					
Outcome 3: The new economy challenge					
Outcome 4: Understanding of job analysis, human resource planning, recruitment and selection.					
Outcome 5: The global challenge and global impact of global competition.					

Outcome 6: The challenge of meeting stakeholders' needs.					
Outcome 7: The high-performance work systems challenge.					
Outcome 8: Importance of human resource development and training at all levels of the organization.					
Outcome 9: An understanding of the performance appraisal.					
Outcome 10: Appreciation of how compensation and benefits programs are formulated and administered.					
Outcome 11: Understanding of health and safety factors as they affect the firm's wealthy creation.					
Outcome 12: Opportunity to examine employee and labor relations from both the union and non-union perspectives.					
Outcome 13: Appreciation of the global dimension of human resource management.					

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GOAL5: BUS 334 BUSINESS LAW I

Place check mark in appropriate column.

OBJECTIVES:

Cognitive and Performance Component to be Assessed	Numerical Scale				
	1	2	3	4	5
	Evaluative Descriptors for Each Level of Performance				
	Unsatisfactory	Marginal	Satisfactory	Proficient	Exemplary
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Outcome 1: Define and discuss the legal challenges and restrictions placed on an organization.					
Outcome 2: Demonstrate the ability to design an organizational structure that will conform to all legal and regulatory rules and regulations.					
Outcome 3: Demonstrate an understanding of the different international legal systems that will confront a multi-national organization.					

<p>Outcome 4: Demonstrate an understanding of the types of ethical behavior expected of a business manager.</p>					
<p>Outcome 5: Have the student understand better “a background of the economic and legal environment as it pertains to profit and/or nonprofit organizations, along with ethical considerations and social and political influences as they affect such organizations.” (AACSB curriculum standards)</p>					
<p>Outcome 6: Familiarize students with basic legal terminology and concepts used in both the study and practice of business law.</p>					
<p>Outcome 7: Help the student/business person understand better some of the major legal pitfalls that can affect a business organization and how to minimize or avoid falling into those pitfalls.</p>					
<p>Outcome 8: Provide an understanding of legal issues so that as a businessperson one may communicate better with legal counsel in order that he/she may better represent the company.</p>					

Outcome 9: Familiarize students with Lexis/Nexis in order to do basic legal research.					
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GOAL6: BUS 360 PRINCIPLES OF MANAGEMENT

Place check mark in appropriate column.

OBJECTIVES:

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Outcome 1: Demonstrate an ability to design an organization including the line and staff relationships and the design of the functional areas of an organization.					
Outcome 2: Participation in team or group activities. Develop productive and cooperate approaches to problem solving.					
Outcome 3: Demonstrate the ability to clearly and concisely present information and solutions to organizational problems in both oral and written form.					

<p>Outcome 4: Familiarize students with the basic terminology, concepts, and theories used in both the study and practice of management.</p>					
<p>Outcome 5: Introduce students to the management process and to factors of importance in the competitive and social environment of the modern manager.</p>					
<p>Outcome 6: Provide an understanding of the major tasks of management including planning, motivating, problem solving, decision making, communicating, organizing, and leading.</p>					
<p>Outcome 7: Development of skills for use in analysis and solving of problems in modern for-profit, nonprofit, and public-sector organizations.</p>					

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GOAL7: BUS 430 BUSINESS STRATEGY

Place check mark in appropriate column.

OBJECTIVES:

Cognitive and Performance Component to be Assessed	Numerical Scale				
	1	2	3	4	5
	Evaluative Descriptors for Each Level of Performance				
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Outcome 1: Demonstrate the ability to design an organization(s), develop mission and vision statements, and develop strategic goals and to formulate a strategic plan.					
Outcome 2: Demonstrate the ability to engage in analytical thinking and the ability to assess business problems and to discover innovative solutions to these problems.					

<p>Outcome 3: Demonstrate an understanding of the social and ethical issues facing the organization, the legal and regulatory issues that must be complied with and an understanding of the global competitive environment.</p>					
<p>Outcome 4: Demonstrate the ability to develop and present a written and/or oral presentation in a group format to include the use of computer presentation software.</p>					
<p>Outcome 5: Demonstrate the ability to integrate the material covered in the College's upper division common core.</p>					
<p>Outcome 6: How to think strategically about a company, its business position, and how to gain sustainable competitive advantage.</p>					
<p>Outcome 7: How to build their skills in conducting strategic analysis in a variety of industries and competitive situation's and, especially, to provide you with a stronger understanding of the competitive challenges of a transnational market environment.</p>					
<p>Outcome 8: How to craft business strategy, analyzing strategic options, alternatives and decisions.</p>					

<p>Outcome 9: How to build skills in conducting strategic analysis in a variety of industries and competitive situations. To provide a stronger understanding of the challenges in a transnational market environment.</p>					
<p>Outcome 10: How to analyze deployment of an organization's internal strengths to compensate for their internal weaknesses. Conversely, the implementation of strategies to exploit competitors' weaknesses and minimize their strengths.</p>					

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GOAL8: BUS 460 PRODUCTION & OPERATIONS MANAGEMENT

Place check mark in appropriate column.

OBJECTIVES:

Cognitive and Performance Component to be Assessed	Numerical Scale				
	1	2	3	4	5
	Evaluative Descriptors for Each Level of Performance				
	Unsatisfactory	Marginal	Satisfactory	Proficient	Exemplary
	Poor understanding of basic concepts and unable to apply this outcome objective.	Limited understanding of basic concepts and not able to consistently apply this outcome objective.	Adequate but lacks full understanding of basic concepts for this outcome objective.	Thorough but not complete understanding of concepts and able to apply this outcome objective.	Comprehensive understanding of this outcome objective and highly proficient.
Outcome 1: Formulate and design the organizational arrangements necessary to implement the production/operations function.					
Outcome 2: Implement the basics of total quality management and formulate the forecasts of capacity and input needs.					
Outcome 3: Demonstrate knowledge of inventory management techniques and the scheduling of production requirements.					

<p>Outcome 4: Demonstrate an understanding of how the production management function relates to the rest of the organization.</p>					
<p>Outcome 5: To understand the role of operations management in the overall business strategy of the firm.</p>					
<p>Outcome 6: To understand the interdependence of the operating system with other key functional areas of the firm.</p>					
<p>Outcome 7: To identify and evaluate the key factors and the interdependence of these factors in the design of effective operating systems.</p>					
<p>Outcome 8: To identify and evaluate a range of tools appropriate for analysis of operating systems of the firm.</p>					
<p>Outcome 9: To identify and evaluate comparative approaches to operations management in an international context.</p>					
<p>Outcome 10: To understand the application of operations management policies and techniques to the service sector as well as manufacturing firms.</p>					

Outcome 11: The ability to analyze and manage operations in an organization. Proficiency in the use of quantitative methods, including statistics, mathematical modeling, and in the presentation of quantitative results.					
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Outcome 12: Skills in forecasting, operations planning, and inventory management.					
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TOTAL NUMBER CHECKED _____
 NUMBER CHECKED TIMES RAW SCORE _____
 MEAN SCORE _____