Core Knowledge Learning Goals Assessment Actions:

**BUS 110: Business Computing Applications**

Action: Unique to this particular course is the fact that many (if not most) of the freshman students enter the course being reasonably skilled and knowledgeable in at least some of the topic areas. A problem is that students’ perceived prior understanding of some course material often exceeds reality. As a result, students sometimes under-prepare for the exams in these topics. This is likely the case for the *Internet and IT Concepts* topic, which exhibits the greatest percentage of students below expectations. This appears to be the only area where students are under-performing.

The private extranet-based software system used in this course allows me, in the role of the *Course Instructor*, to observe and track the online preparation and study activities of the students in the course. My analysis of this online activity indicates that my students directed insufficient time and energy into preparing for the conceptual material. As noted above, this is likely due to overestimation of their prior knowledge. As a prescriptive action in future semesters I intend to communicate to the students that their peers have found this particular material to be the most challenging in the past, thus encouraging better preparation. Also, I intend to schedule optional tutorial sessions for this conceptual material.

**BUS 111: Introduction to Business Analysis and Applications**

Action: The one goal that needs attention is that related to “interpretation of mathematically derived results.” More time will be spent discussing and illustrating this topic during class. Additional opportunities will be provided for students to demonstrate their understanding in this area.

**BUS 320: Financial Management**

Action: Attribute of concern was Risk and Return – Faculty decided on two courses of action. For all CBA majors, more time would be spent in BUS 320 on Risk and Return. For Finance majors this topic will be reinforced and expanded upon more extensively in BUS 322 Financial Institutions and Markets.
Ethics Assessment Actions:

**BUS 345: Business and Society**

Action: Based on the take-home essay exams, few students did not meet expectations. A good percentage, perhaps 25% met or exceeded while most met expectations of improved critical engagement and analytical skills. Overall, the course seems to be successful in helping students meet learning goals.

Phrasing of learning goals may be modified so at least some of the four are more easily measured with short-answer exams or less labor-intensive approaches than integrative essays. We have not detected the need to add new learning goals.

After careful consideration of the results from the assessment of Fall 2007 we sat down during Spring 2008 and reflected on its meaning. We considered that the fundamental problem was the instrument that we used and decided to concentrate on improving it in the next two semesters (Spring and Fall 2008). We expect to have an improved instrument by the end of Fall 2008, which we will be able to use to evaluate learning goal achievement more effectively across all BUS 445 sections.

**BUS 445: Business Policy**

Action: After the Fall semester we added an additional learning goal related to ethics.

Integrated Assessment Actions:

**BUS 445: Business Policy**

Action: After careful consideration of the results from the assessment of Fall 2007, we sat down during Spring 2008 and reflected on its meaning. We considered that the fundamental problem was the instrument that we used and decided to concentrate on improving it in the next two semesters (Spring and Fall 2008). We expect to have an improved instrument by the end of Fall 2008, which we will be able to use to evaluate learning goal achievement more effectively across all BUS 445 sections.

Writing Assessment Actions:

1) In the 2007-2008 academic year we recommended the adoption of a College of Business Administration writing guide to be purchased by all students and used as a reference by all students and faculty. 2) Review of the Writing 227 course taken by all business students also took place. Revision of the course is currently under discussion with the College Writing Program faculty.