Texas A&M University-Corpus Christi

Detailed Assessment Report
2007-2008 Business BBA

Mission/Purpose

The College of Business supports the mission of the University by focusing on the higher educational needs of business students in the region. Programs are designed to help students advance their education in business to become more productive citizens, further their careers, and pursue advanced studies within a changing global environment. Undergraduate programs offer selected specializations built on a foundation of general education and a broad business core. The Master of Business Administration program provides more advanced general management education with selected concentrations. The Master of Accountancy program offers advanced accounting studies. The College promotes a code of ethics, special concern for student learning, and the effective use of technology.

Student learning is the highest priority of the College. To that end, the College emphasizes intellectual contributions of applied scholarship and instructional development. The College supports faculty development, community service and involvement in professional organizations resulting in service to key stakeholders. The College solicits input from its primary stakeholders through advisory councils.

Student Learning Outcomes, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Communication
Students will demonstrate the ability to communicate effectively, both orally and in writing.

Associations:
http://www.aacsb.edu/accreditation/business/STANDARDS.pdf

General Education or Core Curriculum:
- 2 Writing
- 3 Speaking

Related Measures:

M 3: MGMT 3315 assignments and presentations
Course-embedded measurement - MGMT 3315 - including three written assignments and two oral presentations

Source of Evidence: Presentation, either individual or group

Achievement Target:
80% of students will meet or exceed expectations.

Findings (2007-2008) - Achievement Target: Partially Met
Writing style = 80%
Writing mechanics = 80%
idea development = 83%
Organizational tool = 93%
Documentation = 74%
Overall = 82%

Related Action Plans:
Communication documentation
Results provided to Department Chair and Undergraduate Advisory Committee.

For more information, see the Action Plan Details section of this report.

O 2: Analytical skills
Students will demonstrate the ability to use analytical skills supported by information technology for problem-solving and decision making.

Associations:
http://www.aacsb.edu/accreditation/business/STANDARDS.pdf

General Education or Core Curriculum:
5  Critical Thinking
6  Computer Literacy
13  Use logical reasoning in problem solving

Related Measures:

M 2: ORMS 3310 case study
Course-embedded measurement - ORMS 3310 - case analysis
Source of Evidence: Written assignment(s), usually scored by a rubric

Achievement Target:
80% of students will meet standard of a minimum grade of 70%

Findings (2007-2008) - Achievement Target: Met
Statistics = 93%
Use of technology = 96%
Theory comprehension / interpretation of statistics = 80%
Written responses / appearance = 86%
Overall = 89%

Findings (2006-2007) - Achievement Target: Partially Met
Fall 2006: 87% met the goal. Spring 2007: 78% met the goal.

M 9: BLAW 3310 exam questions
Course-embedded measurement - BLAW 3310 - twelve multiple-choice questions
Source of Evidence: Performance (recital, exhibit, science project)

Achievement Target:
80% of students will meet standard of a minimum grade of 70%

Findings (2007-2008) - Achievement Target: Not Met
61% of students met the goal

Related Action Plans:
**Business Law**
Results provided to Department Chair and Undergraduate Advisory Committee

For more information, see the *Action Plan Details* section of this report.

**M 10: MFT-Quantitative Business Analysis**
Major Field Test - Quantitative Business Analysis

**Achievement Target:**
50th percentile

**Findings (2007-2008) - Achievement Target: Partially Met**
Fall 2007 = 55th percentile  
Spring 2008 = 40th percentile  
Total 2007-2008 = 48 percentile

**Findings (2006-2007) - Achievement Target: Partially Met**

**Related Action Plans:**

**MFT Review Exam**
Enhance MFT review exams with explanations for correct answers.

For more information, see the *Action Plan Details* section of this report.

**O 3: Ethical and governance issues**
Students will demonstrate professionalism through interpersonal skills, including an understanding of ethical issues and governance responsibilities.

**Associations:**
http://www.aacsb.edu/accreditation/business/STANDARDS.pdf

**General Education or Core Curriculum:**
8  Understand how to be responsible member of society  
11  Develop personal values for ethical behavior

**Related Measures:**

**M 7: MFT - Legal and Social Environment**
Major Field Test - Legal and Social Environment

Source of Evidence: Standardized test of subject matter knowledge

**Achievement Target:**
50th percentile

**Findings (2007-2008) - Achievement Target: Met**
Fall 2007 = 50th percentile  
Spring 2008 = 60th percentile  
Total 2007-2008 = 55th percentile

**Findings (2006-2007) - Achievement Target: Partially Met**

**O 4: Business Functions**
Students will comprehend and explain the basic business functions of accounting, economics, finance, management, management information systems, and marketing.

**Associations:**
http://www.aacsb.edu/accreditation/business/STANDARDS.pdf
General Education or Core Curriculum:

5  Critical Thinking
7  Establish broad & multiple perspectives
13 Use logical reasoning in problem solving

Related Measures:

M 1: MFT - Marketing
Major Field Test - Marketing
Source of Evidence: Standardized test of subject matter knowledge

Achievement Target:
50th Percentile

Findings (2007-2008) - Achievement Target: Met
Fall 2007 = 60th percentile
Spring 2008 = 55th percentile
Total 2007-2008 = 58th percentile

Findings (2006-2007) - Achievement Target: Partially Met

M 4: MFT - Economics
Major Field Test - Economics
Source of Evidence: Standardized test of subject matter knowledge

Achievement Target:
50th percentile

Findings (2007-2008) - Achievement Target: Met
Fall 2007 = 60th percentile
Spring 2008 = 60th percentile
Total 2007-2008 = 60th percentile

Findings (2006-2007) - Achievement Target: Partially Met

M 5: MFT - Finance
Major Field Test - Finance
Source of Evidence: Standardized test of subject matter knowledge

Achievement Target:
50th Percentile

Findings (2007-2008) - Achievement Target: Met
Fall 2007 = 45th percentile
Spring 2008 = 65 percentile
Total 2007-2008 = 55th percentile

Findings (2006-2007) - Achievement Target: Partially Met

M 6: MFT - Management Information Systems
Major Field Test - Management Information Systems
Source of Evidence: Standardized test of subject matter knowledge

Achievement Target:
50th Percentile

Findings (2007-2008) - Achievement Target: Not Met
Fall 2007 = 40th percentile
Spring 2008 = 35th percentile  
Total 2007-2008 = 38th percentile

**Findings (2006-2007) - Achievement Target: Partially Met**  

**Related Action Plans:**

**MFT Review Exam**
Enhance MFT review exams with explanations for correct answers.  
For more information, see the Action Plan Details section of this report.

**M 8: MFT - Accounting**
Major Field Test - Accounting

Source of Evidence: Standardized test of subject matter knowledge

**Achievement Target:**
50th percentile

**Findings (2007-2008) - Achievement Target: Met**
Fall 2007 = 55th percentile  
Spring 2008 = 60th percentile  
Total 2007-2008 = 57th percentile

**Findings (2006-2007) - Achievement Target: Not Met**
Fall 2006: 30th percentile. Spring 2007: 45th percentile.

**O 5: Integration and global**

Students will analyze and synthesize the integration of business functions in diverse cultural settings and the global marketplace.

**Associations:**
http://www.aacsb.edu/accreditation/business/STANDARDS.pdf

**General Education or Core Curriculum:**

7 Establish broad & multiple perspectives  
8 Understand how to be responsible member of society  
14 Understand the interrelationships of disciplines

**Related Measures:**

**M 0: MFT - International Issues**

Source of Evidence: Standardized test of subject matter knowledge

**Achievement Target:**
50th percentile

**Findings (2007-2008) - Achievement Target: Met**
Fall 2007 = 50th percentile  
Spring 2008 = 50th percentile  
Total 2007-2008 = 50th percentile

**M 11: MFT - Management**

Major Field Test - Management

Source of Evidence: Standardized test of subject matter knowledge

**Achievement Target:**
50th Percentile

**Findings (2007-2008) - Achievement Target: Partially Met**
Fall 2007 = 55th percentile
Spring 2008 = 40th percentile  
Total 2007-2008 = 48th percentile  

**Findings (2006-2007) - Achievement Target: Not Met**  

**Related Action Plans:**  

**MFT Review Exam**  
Enhance MFT review exams with explanations for correct answers.  
For more information, see the *Action Plan Details* section of this report.

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**Details for Action Plans Established This Cycle**

**Business Law**  
Results provided to Department Chair and Undergraduate Advisory Committee  
*Priority:* Medium  
*Target Date:* 05/2009

**Communication documentation**  
Results provided to Department Chair and Undergraduate Advisory Committee.  
*Priority:* Medium  
*Target Date:* 05/2009

**MFT Review Exam**  
Enhance MFT review exams with explanations for correct answers.  
*Priority:* Medium  
*Target Date:* 05/2009

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**Analysis Answers**

**What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?**  
Past actions have shown to be effective in improving Major Field Test results. Course-embedded measures are beginning to reach some maturity as a culture of assessment.

**What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?**  
Course-embedded measures need continued cycles of measures and refinement. Continued fine-tuning is required in Major Field Test review exams.
## Annual Reports

**Executive Summary**
An annual report is not required for the BBA program.

**Public/Community Service**
N/A

**Anticipated Challenges**
N/A

**Closing the Loop / Planned Actions**
N/A

**Summary of Requested Resources**
N/A

**Administrative Unit Accomplishments**
N/A

**Teaching Results / Accomplishments**
N/A

**Research/Scholar Activity Accomplishment**
N/A