

BSBA AY 2015-2016 Assessment

Phase 1: Assessment Plan

Learning Outcome assessed:

BSBA Learning Outcome 10: Strategy and Competitive Advantage

Develop specific and actionable strategic options at different levels to enhance the organization's competitive position through rigorous analysis of the changes in its competitive environment, its industry/sector, and its internal resources.

Assessment Method:

Final Project Presentation in the BSBA Capstone Course BUS 401

Targeted performance, based on rubrics:

80% meet expectations

Evaluation Process:

Students presented a presentation to a panel of evaluators. Each evaluator scored the team project was on two categories:

- How well was the strategic issue/problem defined? (30pts)
- How good (logical, realistic, and practical) is this team's recommended strategy? (40pts)

An example of the grading system is attached at the end of this report (p4).

Rubric:

No rubric provided

Course where learning outcome was assessed:

BSBA Capstone Class BUS 401 s1-4

Evaluator(s):

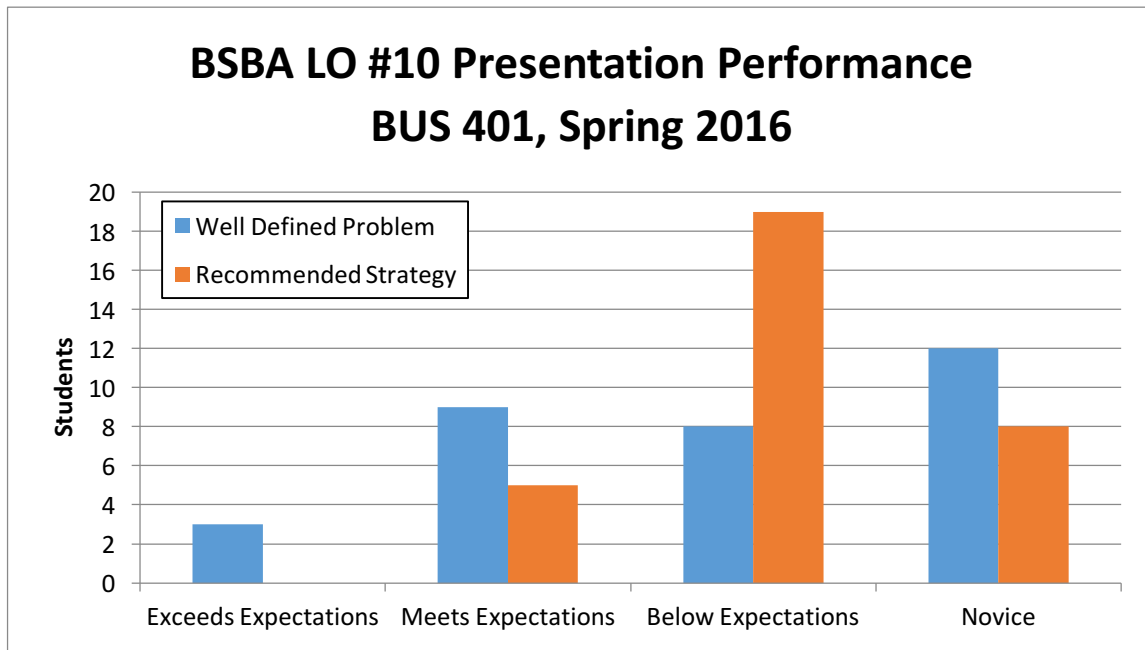
3-4 external evaluators (including SOM professor Stephen Morris) judged the content and viability components of the BUS401 students' work.

Phase 2: Results Assessment and Planned Action

Results:

BUS 401 Presentation Results

Number of students achieving target Category:	Exceeds Expectations > 90%	Meets Expectations 80% - 90%	Below Expectations 70% - 80%	Novice < 70%	% Students Meeting or Exceeding Expectations
Well Defined Problem	3	9	8	12	38%
Recommended Strategy	0	5	19	8	16%



Action:

What will be done differently as a result of what was learned? Discuss how courses and/or curricula will be changed to improve student learning as a result of the evaluation. Include a discussion of how the faculty will help students overcome their weaknesses and improve their strengths. Also include changes to program goals and objectives, if any.

Phase 3: Closing the Loop

To be filed the year after the results assessment.

Change Assessment

Discuss how the actions taken in Phase 2 were assessed, and the results of that assessment

Addendum: Project presentation scorecard

Note the third evaluation question was not included in this assessment.

Company Name: _____

	Score
How well was the strategic issue/problem defined?	(17) / 30
How good (logical, realistic, and practical) is this team's recommended strategy ?	(30) / 40
How well did this team present ? (professional manners, effective delivery of key points)	(25) / 30 15
Total	(62) / 100

Comments:

Company Name: _____

	Score
How well was the strategic issue/problem defined?	(25) / 30
How good (logical, realistic, and practical) is this team's recommended strategy ?	(25) / 40 30
How well did this team present ? (professional manners, effective delivery of key points)	(25) / 30
Total	(80) / 100

Comments: *Product differentiation opportunity - Good job talking about the issues and choosing the "best option"*