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

