

BSBA AY 2016-2017 Assessment

Phase 1: Assessment Plan

Learning Outcome assessed:

BSBA Learning Outcome #11: Ethical and Legal Behavior, and Social Responsibility

Recognize and analyze ethical, legal and social implications of management decisions and devise appropriate responses.

Measurable Traits for Business law learning Outcome LO 2b:

Students will draw legal conclusions based on sound legal analysis; identify the elements of a valid, enforceable contract and defenses to contract formation; and, understand the nature and purposes of legal remedies.

Assessment Method:

Measurement will be the performance on a set of 10 objective questions. Based upon their percentage scores, student performance will fall into one of three categories, see test key, below.

The objective questions may be administered as part of an exam, a quiz or an extra credit assignment given in at least one section of each BUS 301 instructor’s class.

Targeted performance, based on rubrics:

80% of students will score at least 70% on the questions.

Evaluation Process:

A set of ten objective questions was administered to six of eight sections of BUS 301 Business Law, a required core course in the BSBA program.

Rubric:

Test key:

Poor	Good	Exceeds Expectations
<70%	70 – 90%	>90%

Course where learning outcome was assessed:

BUS 301, all sections

Evaluator(s):

Mike Becker

Karl Boedecker

Phase 2: Results Assessment and Planned Action

Results:

The results, tallied across all six sections, are in the table below. 214 students total were assessed.

Poor	Good	Exceeds Expectations
124	84	6

Only 42% of students scored at least 70% on the questions.

60% of students scored poorly.

Suggested Action:

1. Identified those aspects of LO2b on which overall scores were lowest, *i.e.* in the “Poor” category. These were the items concerned with how offer and acceptance differ for unilateral and bilateral contracts. They also concerned the understanding of mutual assent as related to contractual capacity and the availability or rescission as a remedy for a party which lacks such capacity.
2. Reviewed and discussed both breadth and depth of coverage of the basic contracts concepts, with an emphasis upon distinct types of contracts and contractual capacity.
3. Shared specific topical coverage of the contracts unit, along with suggestions for cases and articles to assign for each of the basic concepts.
4. Expressed concerns regarding basic English language skills, including reading comprehension, on the part of international students whose first language is not English and, furthermore, lack basic familiarity with U.S. social and historical norms. As a result, the department strongly recommends that USF improve its instruction in English as a Second Language and require demonstrated English language competence on an exit exam before being allowed to enroll in BSBA core courses.

Phase 3: Closing the Loop

In the year that the assessment is made, this is good place to describe how the suggested actions might be evaluated in a future assessment cycle. When that cycle is complete, the results can be added to this document to finalize the report.