

IE Measures:
Fall 1999

Department: CBA
Chair: N/A
Participating Faculty:
Craig Gallet, Barbara Moore, Bob Pennington,
Brian Rungeling, and Bisakha Sen

Program Statement: BSBA in General Business CIP Code: 52.0100 Level: Undergraduate

Linkage between Expanded Statement of Institutional Purpose,
Department/Program Intended Outcomes/Objectives, Assessment Criteria and Procedures,
Results, and Use of Results at our University

Expanded Statement of Institutional Purpose	Departmental/Program Intended Outcomes/Objectives	Assessment Criteria & Procedures	Assessment Results	Use of Results
<p>UCF Mission: UCF is a metropolitan university committed to providing the finest undergraduate education in Florida, achieving international prominence in key graduate educational and research programs, promoting a global perspective, fostering inclusiveness and diversity, and becoming America's leading partnership university.</p> <p>CBA Mission: The mission of the College of Business Administration is to provide quality business education programs, at the undergraduate, graduate and executive levels, to the citizens of the state of Florida and to selected clientele nationally and internationally. In delivering these programs, the College places primary emphasis on excellent teaching, research and service with a strong commitment to developing mutually supportive relationships with the business community of Central Florida.</p>	<p>1. Knowledge Students graduating with the general</p>	<p>1a. A written activity for a sample of general business graduating</p>	<p>1a. A committee of faculty members evaluated a sample of written</p>	<p>Note: This year's SACS Department Institutional Assessment Committee met a number of times to formulate criteria, develop and administer assessment instruments, evaluate the results, take action, and make recommendations. The department has established a permanent departmental institutional <u>assessment and implementation</u> committee responsible for these tasks.</p> <p>1a. Since the criterion was met in column 3, no action was taken.</p>

Expanded Statement of Institutional Purpose	Departmental/Program Intended Outcomes/Objectives	Assessment Criteria & Procedures	Assessment Results	Use of Results
<p>Program Mission: The intent of the general business degree program is to provide students interested in obtaining a business administration degree, a general program of study in a number of business areas as opposed to specialization in one field. The College of Business Administration at the University of Central Florida provides students with an outstanding business education in which students will acquire the prerequisite knowledge and skills to analyze complex business problems and issues that exist in today's global economy. Improved success of graduates to apply these knowledge and skills in the job market will be assessed.</p>	<p>business degree are expected to have acquired general proficiency by mastering the Foundation Knowledge for Business (FKB). Mastery of this knowledge is measured for all business degree programs and is addressed elsewhere in the college assessment plan. In addition, graduates should have mastered selected subject material in areas they have chosen to learn. These areas are: accounting, economics, finance, hospitality management, management and marketing.</p> <p>2. Skills Graduating general business majors will demonstrate mastery of technical and quantitative skills in the general business field.</p>	<p>students, will be selected for knowledge content analysis. The work will be selected from assignments given in a course taken by all business majors. The work will be analyzed and rated by a faculty committee. Using the subject areas of the field exam (1b below). An average rating of 3.0 should be achieved.</p> <p>1b. In order to assess knowledge acquisition, a sample of graduating students will be administered the ETS general business field exam. It is anticipated that sixty-five percent of the students taking this exam will score above the mean on the knowledge sub-areas of the exam.</p> <p>2a. A sample of graduating students will be given the ETS general business exam. It is anticipated that sixty-five percent of the students taking the exam will score above the mean on the statistical and quantitative areas.</p> <p>2b. A sample of alumni will be surveyed to ascertain the degree to which technical skills were</p>	<p>activity, which was rated at an average of 3.25 out of 4.0 possible points.</p> <p>1b. Due to timing constraints, the ETS test cannot be administered prior to the due date of the matrix. As part of the AACSB accreditation process, however, the college did administer an alternative test. Nonetheless, due to data collection problems, the results from that test were not usable. The college does anticipate giving the ETS test in the near future.</p> <p>2a. Due to timing constraints, the ETS test cannot be administered prior to the due date of the matrix. As part of the AACSB accreditation process, however, the college did administer an alternative test. Nonetheless, due to data collection problems, the results from that test were not usable. The college does anticipate giving the ETS test in the near future.</p> <p>2b. The completed survey indicated that 63% of respondents felt that technical skills were satisfactorily</p>	<p>1b. Since the ETS test has not been administered at this time, no action has been taken.</p> <p>2a. Since the ETS test has not been administered at this time, no action has been taken.</p> <p>2b. Several faculty, including those that teach courses in the General Business program, attended the</p>

Program Statement: BSBA in General Business CIP Code: 52.0100 Level: Undergraduate

Expanded Statement of Institutional Purpose	Departmental/Program Intended Outcomes/Objectives	Assessment Criteria & Procedures	Assessment Results	Use of Results
	<p>3. Career Preparedness UCF general business majors will graduate with a high degree of career preparedness.</p>	<p>satisfactorily imparted and learned, it is expected that 80%, or more, of the students will be satisfied with the technical skills acquired.</p> <p>3a. A sample of alumni will be surveyed to assess their level of career preparedness. Seventy-five percent or more of the alumni surveyed will agree or strongly agree as being well prepared for a career in business.</p> <p>3b. A sample of recent graduates will be surveyed to assess their level of career preparedness (knowledge and skills). Seventy-five percent or more of the students responding will indicate being well prepared for today's dynamic business environment.</p>	<p>imparted and learned.</p> <p>3a. The completed survey indicated that 65% of respondents agreed or strongly agreed that they were well prepared for a career in business.</p> <p>3b. The completed survey indicated that 84% of respondents felt that they were well prepared for a career in business.</p>	<p>1999 Summer Institute at UCF, with the purpose of enhancing their teaching skills.</p> <p>3a. In an effort to improve the placement of graduates, the college is in the process of opening a career placement center. Also, the college has hired an alumni development officer, with the goal of establishing greater ties with graduates.</p> <p>3b. Since the assessment criterion was met, no specific action was taken.</p>