**Business Administration Major Report**

**Outcomes:** Technical Knowledge, Oral and Written Communication, Problem Solving, Critical Thinking, Information Literacy, Global Perspectives, Teamwork, Professionalism

**Internal, Direct, Summative Measure**: Strategic Management Final Case

**Rubric**: Strategic Management Final Case Rubric

**Criteria for Success**: Mean of 3.0 or better

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| **Learning Outcome (LO)** | **Conclusions Drawn from Data** | **Criteria for Success** |
| **Met** | **Not Met** |
| 1. Technical Knowledge | The success criterion was met in the past year at a mean of 3.4. There is an upward trend for the past 4 years. This mean when compared with other measures is lower. | X |  |
| 2. Oral and Written Communication | The success criterion was met in the past year at a mean of 3.25. There is an upward trend for the past 4 years. This mean when compared with other measures is lower. | X |  |
| 3. Problem Solving | The success criterion was met in the past year at a mean of 3.4. There is a slight upward trend for the past 4 years. This mean when compared with other measures is lower. | X |  |
| 4. Critical Thinking | The success criterion was met in the past year at a mean of 3.4. There is an upward trend for the past 4 years. This mean when compared with other measures is about the same. | X |  |
| 5. Information Literacy | The success criterion was met in the past year at a mean of 3.4. There is a slight upward trend for the past 4 years. This mean when compared with other measures is lower. | X |  |
| 6. Global Perspectives | The success criterion was met in the past year at a mean of 3.4. There is an upward trend for the past 4 years. This mean when compared with other measures is about the same. | X |  |
| 7. Teamwork | The success criterion was met in the past year at a mean of 4.0. There is an upward trend for the past 4 years. This mean when compared with other measures is higher. | X |  |
| 8. Professionalism | The success criterion was met in the past year at a mean of 3.4. There is an upward trend for the past 4 years. This mean when compared with other measures is about the same. | X |  |

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| **Action (s) for Improvement** |
| **ALL SLO’s:** Though all criteria for success were met, the COB feels it may be useful to develop more detailed rubrics to generate greater variance for continuous improvement. Multiple assessors may need to be explored as well. Curriculum revision should also be considered as an on-going improvement process. **SLO 2:** Add additional assignments that focus on business writing and oral communication separately. |

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| **Results of Previous Action (s) for Improvement** |
| The Business Communications course was only required for marketing and management majors. It has now been added to all majors as a required course. |