Assessment Plan  
B.S. Business Administration Program  
June 2013

Business Administration graduates will:

1. be able to solve practical business problems
2. be able to identify and describe relationships among the primary business functional areas
3. have a mastery of oral, written, and verbal communication skills
4. have a mastery of computer applications used in business environment
5. have an awareness of ethical issues in business organizations

The following chart lists the methods to be used, as well as a description of each method, a timeline for implementation, the person responsible, and the objectives each method addresses.

2. Explanation of Methods

<table>
<thead>
<tr>
<th>Methods</th>
<th>Description/Target</th>
<th>Timeline</th>
<th>Person Responsible</th>
<th>Objectives Addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation of course-embedded</td>
<td>Evaluation of work by faculty will be used to evaluate students’ skills related</td>
<td>Annually</td>
<td>Revolving faculty members; results reviewed</td>
<td>1,2,3,5</td>
</tr>
<tr>
<td>tests/papers</td>
<td>to specific learning outcomes. Target: 85% of students will be rated “satisfactory”</td>
<td></td>
<td>by Department Curriculum Committee</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or higher</td>
<td></td>
<td></td>
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<tr>
<td>Alumni Survey</td>
<td>In addition to the university alumni survey, alumni from the program will be asked</td>
<td>One-year after</td>
<td>Department Chair; results reviewed by</td>
<td>1,2,3,4,5</td>
</tr>
<tr>
<td></td>
<td>more specific questions about what they learned at NIU and how well their learning</td>
<td>graduation</td>
<td>Department Curriculum Committee</td>
<td></td>
</tr>
<tr>
<td></td>
<td>prepared them for their careers. Target: 85% of graduates will rate the enhancement</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>of skills as satisfactory or higher.</td>
<td></td>
<td></td>
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<tr>
<td>Internship Performance</td>
<td>Evaluations from intern supervisor will be used to assess student achievement of</td>
<td>Each semester,</td>
<td>Internship Coordinator; results reviewed by</td>
<td>1,3</td>
</tr>
<tr>
<td></td>
<td>learning outcomes. Target: 85% of students will be rated as “satisfactory” (3) or</td>
<td>at conclusion of</td>
<td>Department Curriculum Committee</td>
<td></td>
</tr>
<tr>
<td></td>
<td>better.</td>
<td>internship;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Outcomes-by-Methods. The following table shows which outcomes are addressed by each method of assessment.

<table>
<thead>
<tr>
<th></th>
<th>Course-embedded</th>
<th>Internship Performance</th>
<th>Alumni Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Problem-solving</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>2. Relationships among primary business functional areas</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>3. Communication</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>4. Computer applications</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>5. Ethical issues</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>