



University of Maryland University College

**Baccalaureate Degree Program in Business Administration
Department of Business and Professional Programs**

PROGRAM ASSESSMENT PLAN
Program Outcomes and Learning Assessment Criteria

Summer 2007

Baccalaureate Degree Program in Business Administration

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Baccalaureate Degree Program in Business Administration

PROGRAM OVERVIEW

The Bachelor of Business Administration includes studies in accounting, business law and public policy, business supply chain management, customer service and operations management, ethics and social responsibility, finance, human resource management and labor relations, international business, strategic and entrepreneurial management, organizational behavior, marketing and sales, and statistical analysis. A major in business administration prepares graduates for business- and management-related careers in for-profit and not-for-profit organizations and the public sector, encouraging critical thinking and problem solving.

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PROGRAM OF STUDY

The program of study for the Baccalaureate Degree Program in Business Administration is as follows:

GENERAL EDUCATION REQUIREMENTS

Communications	12 credit hours
Arts and Humanities	6 credit hours
Behavioral and Social Sciences	6 credit hours
Biological and Physical Sciences	7 credit hours
Mathematics	3 credit hours
Interdisciplinary or Emerging Issues	7 credit hours

CROSS-CURRICULAR PERSPECTIVE REQUIREMENTS

Historical Perspective	3 credit hours
International Perspective	3 credit hours
Civic Responsibility Perspective	3 credit hours

REQUIRED COURSES

BMGT 110	Introduction to Business and Management	3 credit hours
ACCT 220	Principals of Accounting I	3 credit hours
COMM 394	Business Writing	3 credit hours
STAT 230/ or STAT 200	Business Statistics Introduction to Statistics	3 credit hours
ACCT 221	Principles of Accounting II	3 credit hours
BMGT 364	Management and Organization Theory	3 credit hours
MRKT 310	Marketing Principals and Organization	3 credit hours
BMGT 380	Business Law I	3 credit hours
HTMN 300	Human Resource Management	3 credit hours

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PROGRAM OF STUDY (continued)

BMGT 340	Business Finance	3 credit hours
BMGT 392	Global Business Management	3 credit hours
BMGT 496	Business Ethics	3 credit hours
BMGT 495	Strategic Management (Capstone Course)	3 credit hours

MINOR AND ELECTIVE COURSES

40 credit hours

Minor and/or elective courses are to be taken in the last 60 hours along with required major courses. Refer to the current UMUC School of Undergraduate Studies Catalog for the minor and/or elective course requirements.

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DEVELOPMENT OF PROGRAM OUTCOMES

The table below identifies the curricular influences that support the program outcomes specific to the Baccalaureate Degree Program in Business Administration.

SOURCES/RESOURCES PROVIDING CURRICULAR FOUNDATION FOR PROGRAM OUTCOMES Baccalaureate Degree Program in Business Administration		
SOURCE	DESCRIPTION	WEB ADDRESS OR DOCUMENT NAME (if applicable)
Core Learning Areas of the UMUC School of Undergraduate Studies	<p>All UMUC degree programs are required to imbed identified Core Learning Areas into the program of study. The Core Learning Areas are:</p> <ul style="list-style-type: none"> • Written Communication (COMM) • Technology Fluency (TECH) • Information Literacy (INFO) • Quantitative Literacy (QUAN) • Critical Thinking (THIN) • Scientific Literacy (SCIE) <p>The expanded definition for each Core Learning Area was considered in creating the respective program outcome.</p>	UMUC <u>Institutional Plan for the Assessment of Student Learning</u>
The Association to Advance the Collegiate Schools of Business (AACSB)	Although UMUC does not carry AACSB accreditation, the Business Administration degree is designed to meet AACSB standards since most graduate schools expect entering students to have covered the material in the AACSB standards.	<u>www.aacsb.edu</u>

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PROGRAM OUTCOMES

The program outcomes specific to the Baccalaureate Degree Program in Business Administration are delineated below. The program outcomes describe the expectations for all graduates of the Baccalaureate Degree Program in Business Administration.

CORE LEARNING AREA	PROGRAM OUTCOMES Baccalaureate Degree Program in Business Administration
	Upon completion of the Baccalaureate Degree Program in Business Administration, graduates will be able to:
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+
	Employ effective written techniques consistent with the business and management environment.*
TECH	Evaluate technological concepts related to computers and components of information systems.+
	Apply effective use of technology skills to access a broad range of online resources to research, monitor, and analyze relevant environmental variables to maximize managerial decision-making from the perspective of the organization.*
INFO	Address recognized research needs by retrieving, evaluating, and using information appropriately.+
	Utilize appropriate online and related electronic technology skills to access, analyze, synthesize, and apply information to facilitate relevant research in the business administration area.*
QUAN	Apply mathematical and numerical reasoning skills.+
	Apply statistical analysis and other quantitative methodologies to evaluate data, test assumptions, and apply conclusions to managerial decision-making.*
THIN	Formulate business solutions that are research based and informed by data analysis.*
SCIE	Identify key concepts and principles of natural sciences.+
	Apply scientific methodology as part of sound managerial problem solving and decision-making.*

+ Denotes a program outcome specific to core skills, knowledge, and values gained from completion of the general education requirements. This program outcome is common across all UMUC baccalaureate degree programs.

* Denotes a program outcome specific to core skills, knowledge, and values gained from completion of requirements in the baccalaureate degree program. This program outcome is unique to each UMUC baccalaureate degree program.

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ALIGNMENT OF PROGRAM OUTCOMES WITH LEARNING OBJECTIVES AND ASSESSMENT METHODS

The following grid aligns the program outcomes of the Baccalaureate Degree Program in Business Administration with: 1) learning objectives from the designated program coursework and 2) specific methods used to assess student learning within the degree program.

CURRICULAR ALIGNMENT			
Baccalaureate Degree Program in Business Administration			
CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+	Plan and write a research-based essay that makes effective use of resources found in databases available from UMUC's Office of Information and Library Services as well as resources located through Web search engines. (WRTG 101)	Research Paper
		Research, compile, and document relevant, credible information and use it to support ideas presented in your writing. (WRTG 393)	Research Paper
		Collect, select, analyze, interpret, and organize data, and use it appropriately in business communications, including a long formal report. (WRTG 394)	Research Paper
		Conduct a systematic audience analysis and apply it to a report, essay, or research paper. (WRTG 391)	Research Paper
	Employ effective written techniques consistent with the business and management environment.*	Exhibit clarity and exactness in written research documents discussing key course concepts relating to business administration. (BMGT 364 or COMM 394)	Research Paper

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CURRICULAR ALIGNMENT			
Baccalaureate Degree Program in Business Administration			
CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
TECH	Evaluate technological concepts related to computers and components of information systems.+	Analyze issues faced by information system professionals, including security, ethical, and privacy problems. (IFSM 201)	Exam (Course/Chapter)
	Apply effective use of technology skills to access a broad range of online resources to research, monitor, and analyze relevant environmental variables to maximize managerial decision-making from the perspective of the organization.*	Use software programs to present research report information in graphical and textual manners. (MBGT 495)	Research Paper
INFO	Address recognized research needs by retrieving, evaluating, and using information appropriately.+	Select relevant print and electronic sources to answer research questions. (LIBS 150)	Exam (Course/Chapter)
	Utilize appropriate online and related electronic technology skills to access, analyze, synthesize, and apply information to facilitate relevant research in the business administration area.*	Employ research strategies which include gathering data from current, relevant, and scholarly and business sources and correctly documenting research based on field-appropriate documentation standards. (BMGT 495)	Research Paper
QUAN	Apply mathematical and numerical reasoning skills.+	Solve linear, quadratic, higher-order polynomial, fractional, radical, exponential, logarithmic, and absolute value equations and inequalities. (MATH 107)	Exam (Course/Chapter)
		Develop problem solving skills. (MATH 105 or MATH 106)	Exam (Course/Chapter)
	Apply statistical analysis and other quantitative methodologies to evaluate data, test assumptions, and apply conclusions to managerial decision-making.*	Apply statistical analysis techniques to real-life business administration situations. (STAT 230)	Case Study
THIN	Formulate business solutions that are research based and informed by data analysis.*	Employ analytical and critical thinking skills in the analysis of research on business administration topics. (BMGT 495)	Research Paper

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CURRICULAR ALIGNMENT			
Baccalaureate Degree Program in Business Administration			
CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
SCIE	Identify key concepts and principles of natural sciences.+	Recognize the differences and the interrelationships among physics, chemistry, the earth sciences, and astronomy. (NSCI 100)	Exam (Course/Chapter)
		Explain the significance of DNA in determining the composition, characteristics, reproduction, and behavior of an organism. (BIOL 101)	Exam (Course/Chapter)
	Apply scientific methodology as part of sound managerial problem solving and decision-making.*	Conduct research in business administration employing the scientific process. (BMGT 495)	Research Paper

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