BADM Program Assessment 2015

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Introduction

The core concept underpinning the BADM program from inception in 2008 has been that of developing a liberal arts business major that provides students with strong analytic abilities combined with core functional expertise. In addition, there is a firm commitment to interdisciplinary learning with a breadth requirement that is intentionally filled through courses offered from other core disciplines. Given the social justice mission of Trinity, the foundational requirements include two ethics courses. This represents a strong commitment to embedding a social justice perspective within the undergraduate business degree.

1. **Program mission and vision:**

The business administration program is intended to prepare students for the study and practice in 21st century organizations through analysis of business organizations, social institutions, and human behavior.  In addition, the degree program provides an overview of current management theories and core functional expertise.  Premised upon the complexity of the current business environment, four themes are integrated across the curriculum.  These include a.) globalization, b.) systems thinking, c.) socially responsible behavior, and d.) preparation for a diverse workplace experience.  In keeping with Trinity values, students will be encouraged to assess and develop their own leadership potential.  This curriculum supports both a major and a minor degree.

**2)  Program Learning Goals**

This curriculum is based on a strong liberal arts orientation that provides for the development of analytic thinking and presentation of ideas embedded in the mission of social justice. Program objectives include:
- Analyze and communicate understanding of foundational concepts of business, organization and management theories through survey of historical and contemporary models and concepts.

- Develop analytical and empirical skills necessary to represent social science models and reasoning.

- Describe, discuss and analyze the implications of four core thematic issues for business organizations including globalization, whole systems thinking, socially responsible behavior, and diversity.

- Develop critical writing and communication skills (oral/written) to support analysis of complex institutional and behavioral models at both the macro and micro level.

**3)  Curriculum map**

The program objectives are embedded across the curriculum beginning with seven foundational courses to be completed by the end of the sophomore year and four required upper division courses. There are two areas of concentrations are Global Business and General Business. Three of the five concentration electives are to be selected from outside the BADM course offerings, thereby encouraging an interdisciplinary focus. The major is comprised of 48 credit hours and the minor 18 credit hours. (See tracking sheets, Appendix IV)

4)  **Learning outcomes for BADM Courses**

The list below represents the core learning outcomes that are embedded in courses across the program. This list is further adapted to reflect the specific course design. For example, the BADM 499 Senior Seminar would incorporate all of the Outcomes sections listed but the BADM 491 Directed Internship would emphasize the Professional Outcomes section.

**Knowledge Outcomes**

* Identify and apply organizational, management, and functional theories to the complex issues of 21st century organizations
* Recognize the relevance of systems thinking for understanding global settings;

**Critical Thinking Outcomes**

* Analyze core assumptions and values of author;
* Evaluate source and perspective of author;
* Recognize "multiple framing" of evidence/ perspective;
* Synthesize own perspective and develop cogent argument that can be effectively presented.

**Ethical Awareness Outcomes**

* Develop preliminary insight into issues of corporate social responsibility, ethical dilemmas, and global citizenship

**Professional Outcomes**

* Develop and demonstrate excellent research/writing skills; (use of APA, database search strategies, data collection and argumentation)
* Develop self-reflection and self- assessment abilities
* Engage in team collaboration/ team performance

The specific outcome selected for analysis during this assessment cycle will be the following:

 ***Develop and demonstrate excellent research/writing skills; (use of APA, database search strategies, data collection and argumentation)***

5)  **Proposed assessment procedures & measures**

The proposed assessment which will take place July 2015-July 2016 will be based on data collection using the BADM Writing Rubric. The BADM Rubric (based on the AACU Value Rubrics) is included in Appendix II. This writing rubric is standard across all BADM courses and applied to 3-4 writing assignments per course each semester. Since all writing assignments are archived in MOODLE, the assessment will selectively cull data from 100, 200, 300 and 400 level writing assignments.

6)  **Assessment data & results**

Data will be collected beginning in July 2015 and concluding in July 2016. The results will be presented during a faculty PDP workshop for discussion.

7) **Conclusions**

Given the significance of writing and analysis to the liberal arts business program, the intention will be to use the data to generate improved writing assessments at each level. Currently, the writing assignments are structured based on a general writing prompt, set of issues to be addressed and a self-reflection question. We are looking for a more refined approach that will increase the critical analysis and limit the reporting and review of the assigned material. Once the data are available for analysis, we will pursue further development of the assessments across the program.

8) **Program Activities in the Service to the College/Students**

In addition to the regular coursework of the BADM program additional activities to further enrich the learning experience include the following:

 *External Programming*

In order to expose students and faculty to multiple perspectives, The BADM Program has sponsored two guest speakers to present jointly with the science program in campus-wide lectures. These include:

* Dr. Mary Collins, Post-Doctoral Fellow, University of Maryland, SESYNC
* Professor Jinnie Garrett, Hamilton College

Dr. Collins addressed environmental privilege and problems of assessment of social justice impacts. Professor Garrett focused on the needed conversation between science students/scholars and the broader public concern for ethical considerations. Each talk has been well attended and provided the opportunity for students from a range of disciplines to consider complex issues.

*Development of double majors:*

Given the interdisciplinary character of the BADM major, there is active support for students to double major or select a major/minor. The one stipulation is that it must not extend the total time a student would need to graduate. For example, through discussion with the INAF program chair specific courses have been identified which can be combined with a concentration in global business that will provide a strong foundation for the student. Similar discussions have occurred with Political Science, Economics and Psychology.

*Annual Research Poster Session*

The Senior Seminar is devoted each year to research on companies that demonstrate a commitment to corporate social responsibility. This is a new focus area in the business literature and is intended to develop an awareness of the emerging (sustainable) business practices that are developing and the potential for career opportunities. The project is also intended to develop demonstrable research and presentation skills.

*Presentation of Assessment Activities for BADM Program*

A joint professional development workshop on assessment activities was conducted with Shizuka Hsieh in February 2015. In addition to representation of our respective assessment activities underway, the discussion highlighted distinctions in assessing natural science versus social science courses. (Appendix IV)

**Appendices**

1. BADM Writing Rubric
2. Courses per semester/ Support for Gen Ed
3. PDP Assessment Slide Presentation: See attached PPT file
4. BADM Major/Minor Tracking Sheets

**Appendix II Writing Rubric (Based on AACU Value Rubrics)**

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| --- | --- | --- | --- | --- |
|  | **CAPSTONE** | **MILESTONE** | **BENCHMARK** | **COMMENTS/ POINTS** |

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| --- | --- | --- | --- | --- |
| **ISSUE/ Concept**Explanation of issue and/or concept to be discussed | -issue is stated clearly and provides all necessary context;-conceptual framework is presented and discussed in terms relevant to the paper. | -issue is stated and described with some background; concept/ model/ or theory is referenced. | -issue is noted; | 15 /15 |

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| **EVIDENCE**Examples and/or other sources of evidence support the concepts discussed. | -Information is taken from source(s) with solid analysis;-Critical viewpoint presented and “expertise” questioned; | -Information is cited from source with some interpretation; | -Information is cited from source; | 20/20 |

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| **STUDENT’S ARGUMENT** | -States specific position that suggests complexities of issue;-Synthesis from sources represented in discussion; | -States a specific position/ perspective while noting different sides of the argument |  -States a specific position/ perspective; |  30/30 |

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| **CONCLUSION** | -Logical links to argument, evidence and new insights;-Future research suggests limits of current discussion and complexity of issue. | Conclusion links points of arguments to evidence presented; | -Concluding section simply “ends” paper but is not linked to discussion; |  15/15 |

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| **FORMAT AND STRUCTURE:**Body of the paper is logically organized; and follows the class instructions;  | -Paper has been written from an outline;-APA formatting is used throughout paper;-Solid introduction/ conclusion; | -Paper has used writing prompts as a basis for developing a general direction; Some attempt at APA citations has been made. | -Paper responds to writing prompts in a “question/answer” format; |  10/10 |

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| **EDITING**-writer has checked for correct grammar, punctuation and spelling errors. |  The paper has been reviewed by an outside reader; Careful edits have been made that improve the overall quality of the writing. | The paper has been written in two drafts and revised. | The paper has been submitted from a single draft without editing; | 10 /10 |

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Appendix II Course Enrollment per Semester and Gen Ed Offering/ BADM 110

The fall semester (only) course enrollments and faculty/adjunct instructors are indicated here. These numbers are approximate but demonstrate the growth in the program since 2007.

**BADM FALL SEMESTER COURSE ENROLLMENTS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Fall Semester****(only)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** |
| **Students** | 57 | 187 | 203 | 216 | 183 | 218 |
| **Faculty** | 1FTE | 2FTE2 ADJ | 2FTE3ADJ | 2FTE2ADJ1SPS | 2FTE3ADJ1SPS | 2FTE2ADJ |

Here is the breakdown between lower and upper division courses. This is relevant since the upper division courses may be seen as a proxy for BADM majors. The lower division courses include both BADM minors and the BADM 110 GEN ED course. These numbers are relatively stable since 2011. The BADM 110 course is offered twice each semester and once during the summer to accommodate the GEN ED Leadership requirement.

**BADM FALL SEMESTER UPPER/ LOWER DIVISION COURSE ENROLLMENTS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Fall Semester****(only)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** |
| **Lower Division****101/110/221/226/240** | NA | 141 | 147 | 158 | 125 | 164 |
| **Upper Division****328/330/330/426/491/498** | NA |  46 |  56 |  58 |  58 |  53 |

Appendix IV

PPT Slides (see file)

Appendix IV Major/ Minor Tracking Sheets

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| ***Foundational Courses: (33 credits)******(Note: All 100-200 level courses must be completed before taking 300-400 level courses)*** |  ***Semester*** | ***Grade*** |
| **BADM 101 Introduction to Business** |  |  |
| **BADM 110 Foundations of Management (Gen Ed)** |  |  |
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| **BADM 226 Organizational Behavior** |  |  |
| **BADM 236 Theories of Leadership** |  |  |
| **BADM 328 Business, Govt. & Society** **OR****BADM 350 Understanding Global Institutions**  |  |  |
| **PHIL 353 Ethics and Corporate Social Responsibility\*** |  |  |
| **\*BADM 426 Managing Strategic Change** |  |  |
| **\*BADM 491 Internship****\*BADM 499 Senior Seminar****\*(ONLY CAS courses will be accepted to fulfill these major requirements)** |  |  |
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| **\*\*ECON 101 Introduction to Microeconomics** |  |  |
| **\*\*ECON 102 Introduction to Macroeconomics** |  |  |
| ***A second language is highly recommended. (4 semesters)*** |  |  |
| **\*Co-curricular requirements:** **\*PHIL 253 (prerequisite for PHIL 353)****\*\*ECON 100 (prerequisite for ECON 101-102) (Gen Ed)** |  |  |

**BADM MAJOR REQUIREMENT****S Total: 48 Credits**

 **(A minimum grade of C must be achieved in all classes to count towards the major)**

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| ***Elective Courses: (15 credits)*****Additional courses may be accepted at the discretion of the Chair.** |  |  |
| **GENERAL BUSINESS****Choose TWO BUSINESS ELECTIVES FROM THE FOLLOWING LIST:**  | ***Semester*** | ***Grade*** |
| ***DOING BUSINESS:*****BADM 210 Is Globalization Good?****BADM 330 Green Business****BADM 329 Business Practicum** |  |  |
| ***HUMAN RESOURCES MANAGEMENT:*****BADM 232 Mastering Management:** **BADM 240 People Management****BADM 255 Human Resource Management****BADM 326 Developing Leadership Competencies** |  |  |
|  ***FINANCE & ACCOUNTING:*****BADM 221 Financial Accounting****BADM 223 Managerial Accounting****BADM 325 Financial Management** |  |  |
| ***MARKETING:*****BADM 231 Theory & Practice of Marketing** |  |  |
| **CHOOSE 3 ELECTIVES FROM THE FOLLOWING LIST:*****COMMUNICATIONS*****COM 375 Communication and Conflict****COM 385 Organizational Communication****COM 450 Women in Organization****COM 482 Leadership** |  |  |
| ***ECONOMICS*****ECON 224 Public Finance** **ECON 321 Managerial Economics****ECON 351 International Trade****ECON 353 International Finance** |  |  |
| ***HISTORY*****HIS 345 History of the Civil Rights Movement** |  |  |
| ***INTERNATIONAL AFFAIRS*****INAF 381 Contemporary Issues in International Affairs** |  |  |
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| ***POLITICAL SCIENCE*** **POLS 241 Intro to International Relations (G/E)****POLS 403** **Political Power: Interest Groups, Lobbying, and Public Policy** |  |  |
| ***PSYCHOLOGY*****PSYC 211 Social Psychology** |  |  |
| ***SOCIOLOGY*****SOCY 240 Work and Society****SOCY 323 Race and Racism** |  |  |
| ***WOMENS STUDIES*****WST 368 Women and Leadership****WST 369 Women and Community Change** |  |  |

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| **GLOBAL BUSINESS****Choose TWO BADM COURSES FROM THE FOLLOWING LIST** | ***Semester*** | ***Grade*** |
| ***DOING GLOBAL BUSINESS*****BADM 210 Is Globalization Good?****BADM 329 Business Practicum****BADM 330 Green Business****BADM 350 Understanding Global Institutions\******HUMAN RESOURCES MANAGEMENT*****BADM 326 Developing Leadership Competencies****BADM 332 Leadership in Nonprofit Management****BADM 352 Managing in a Diverse Workplace*****MARKETING*****BADM 231 Marketing*****FINANCE & ACCOUNTING*****BADM 325 Financial Management****BADM 423 International Accounting*****GLOBAL OPERATIONS*****BADM 307 International Business****BADM 320 International Management** |  |  |
| **CHOOSE THREE ELECTIVES FROM THE FOLLOWING LIST*****COMMUNICATIONS*****COM 225 Intercultural Communication****COM 335 International Communication** |  |  |
| ***ECONOMICS*****ECON 223 Women in the Economy****ECON 253 Issues in Economic Development****ECON 351 International Trade****ECON 353 International Finance** |  |  |
| ***HISTORY*****HIS 255 Contemporary History of the Third World****HIS 358 The Modern Middle East** |  |  |
| ***INTERNATIONAL AFFAIRS*** **INAF 382 Oil and International Affairs****INAF 385 Politics and Policy of International Trade*****MATH*****MATH 299H Math Across Cultures** |  |  |
| ***POLITICAL SCIENCE*** **POLS 231 Introduction to Comparative Politics (G/E)****POLS 342 International Conflict and Cooperation*****PSYCHOLOGY*** **PSYC 385 Ethnic & Cross-cultural Psychology** |  |  |
| ***RELIGIOUS STUDIES*** **RST 245 Religions and Economics (G/E)*****SCIENCE*****CHEM 310 Environment and Sustainability*****SOCIOLOGY*****SOCY 321 Inequality and Society****SOCY 333 Women and Third World Development** |  |  |
| \*BADM 350 May not fulfill both elective and major requirements |  |  |

**BADM Worksheet:**

**Major Requirements: 48 Credits**

**FALL SPRING**

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| ***FRESHMAN***  ***BADM 101 / Intro to Business******ECON 100\*/Principles of Econ*** | ***BADM 110 / Foundations of Management*** ***ECON 100\*/Principles of Econ*** |
| ***SOPHOMORE***  ***BADM 226/Organizational Behavior******ECON 101 or 102******PHIL 253\*\*/Business Ethics*** | ***BADM 236 / Theories of Leadership*** ***ECON 101 or 102******Complete GEN ED Requirements*** |
| ***JUNIOR***  ***BADM 328: Business, Govt. Society*** ***or******BADM 350: Understanding Global Institutions******Begin BADM ELECTIVES\*\*\**** | ***\*\*\*PHIL 353/ Ethics & CSR******BADM ELECTIVES*** |
| ***SENIOR***  ***BADM 426/ Strategy & Change******BADM 491 Business Internship+******BADM ELECTIVES*** |  ***BADM 499/ Senior Seminar+******BADM ELECTIVES*** |

**\***ECON 100 is a prerequisite for the ECON 101-102 sequence. It will receive GEN ED credit but will not count towards the BADM major. ECON 101 and 102 must be completed, preferably by the end of the sophomore year. Note these two classes may be taken in any order.

\*\*PHIL 253 is a prerequisite for PHIL 353.

\*\*\*Students must choose a concentration either **General Business** or **Global Business** and complete 3 non-BADM elective courses and two BADM-elective course offerings. +BADM 491 and BADM 499 must be completed within CAS only

**BADM MINOR REQUIREMENTS (BA)**

**18 credits**

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| ***Foundational Courses: (12)*** | ***Semester*** | ***Grade*** |
|  ***REQUIRED:*****ECON 100 Principles of Economics (GE)** |  |  |
| ***CHOOSE ONE OF THE TWO BELOW:*****BADM 101 Introduction to Business****OR** **BADM 110 Foundations of Management (G/E)** |  |  |
| ***REQUIRED:*****BADM 226 Organizational Behavior****AND****BADM 236 Theories of Leadership*****ELECTIVE Courses: (6)*** **Choose any two 200-level or higher BADM courses.****These specific courses will also count towards the minor:** **PHIL 353 Corporate Social Responsibility** **CHEM 310 Environment and Sustainability***Additional courses may be accepted at the discretion of the Chair.* |  |  |

**BADM Worksheet: Minor Requirements:**

**18 Credits**

**FALL SPRING**

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| ***FRESHMAN :***(Choose one)***BADM 101 / Intro to Business******OR******BADM 110\*/Foundations of Management (G/E)*** | (Required)***ECON 100\*/Principles of Econ (G/E)*** |
| ***SOPHOMORE*** (Required)***BADM 226/Organizational Behavior*** | (Required)***BADM 236 / Theories of Leadership*** |
| ***JUNIOR***  (Choose any two from the BADM course offerings.)***ELECTIVES*** | ***ELECTIVES*** |
| ***SENIOR***   ***ELECTIVES*** |  ***ELECTIVES*** |

**\***ECON 100 and BADM 110 will receive GEN ED credit as well as count towards the BADM minor.