

Revd  
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**MAJOR FIELD ASSESSMENT PLAN**  
**A. A. GENERAL BUSINESS**

The mission of Southeastern Louisiana University is to meet the educational and cultural needs, primarily of Southeast Louisiana, to disseminate knowledge and to facilitate life-long learning through quality instruction, research and service in a safe, student-centered environment.

The Department of General Business attempts to foster, among all students, increased knowledge and appreciation of the business field.

**Goal 1**

To provide students with a general body of knowledge representative of the current field of business so that they are successful in future employment and/or further postsecondary educational endeavors

Expected Outcome

Students completing the Associate program in General Business will have a positive opinion of the quality of instruction, the department, and the degree program.

Assessment

Seventy-five percent of graduating General Business majors responding to the Exit Survey will be satisfied with: clarity of degree requirements; the effectiveness of beginning courses in preparing for advanced courses; the quality of instruction in advanced courses; quality of instruction regarding standards and ethics in the business field; effectiveness of faculty as teachers; overall quality of the Department of General Business; and overall quality of the degree program.

**Goal 2**

To foster positive educational experiences and interpersonal interactions

Expected Outcome

Students completing the Associate program in General Business will have a positive opinion of their educational experiences and quality of interaction in the department.

Assessment

General Business graduating seniors responding to the SLU Exit Survey will have positive interactions with:

*Faculty members:* Seventy-five percent of graduating students will report faculty as showing interest in academic development; being friendly and helpful; interacting with students outside of class; and encouraging students to further educational opportunities.

*Office support:* Seventy-five percent of students will report positive interactions with office staff

*Other Students:* Seventy-five percent of Associate graduates will be satisfied with the opportunity to collaborate with other students on class projects.

### **Goal 3**

To enhance and utilize the physical and technological infrastructure

#### Expected Outcome

Students completing the Associate program in General Business will have a positive opinion about classroom size and exposure to advanced technology

#### Assessment

Seventy-five percent of graduating General Business majors responding to the Exit Survey will be satisfied with: the size of classes in their major, as well as the use of appropriate technology in the classroom, availability of computer resources, and other facilities and equipment related to their major.

#### **Notes:**

Student in the AA in General Business are exposed to cultural and global perspectives through completion of required courses GBBT 234 (Business Communications), GBBT 253 (Electronic Office Procedures), and GBBT 351 (Telecommunications in Business). As participants in these courses, students learn knowledge about non-US countries, governments, cultures, peoples, languages, and histories. Further, to achieve our goal to provide students with a broad body of knowledge representative of the current field of business, students are made aware of their role in a multi-cultural and global environment throughout their participation in required courses because the current field of business mandates this knowledge.

In addition to required courses that achieve the goal to provide students with cultural and global perspectives, the department offers other courses that provide these perspectives. For example, the department offers ECON 201 and 202 (Macro- and Microeconomics) as electives that cover global issues. Topics covered by these courses include international communications, exchange rates, imports, exports, international movements of funds, the World Trade Organization, improvement of well-being due to trade, and others. Students are also given the opportunity to learn about other cultures through College of Business and Technology seminars that feature graduate students from various cultures who teach others about their own business and social customs and through the opportunity to study abroad in either Germany or Costa Rica. Students participating in the study abroad programs as well as the special topics courses receive direct experience in multi-cultural settings.