

**Major Field Assessment Plan
Bachelor of Business Administration**

The mission of Southeastern to lead the educational, economic and cultural development of southeast Louisiana.

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 broad body of knowledge representative of the current field of business so that they are successful in future employment and/or graduate school.

Expected Outcome

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

Assessment

Seventy-five percent of graduating Business Administration students responding to the Southeastern Exit Survey will be satisfied with: clarity of the degree requirements; the effectiveness of beginning courses in preparing for advanced courses; the global perspective of courses; the relevancy of courses; the availability of required courses; the availability of elective courses in the major; the quality of instruction of instruction in advanced courses; quality of instruction regarding standards and ethics in the business field; effectiveness of faculty as teachers; and overall quality of the degree program.

Goal 2

To foster positive educational experiences and interpersonal interactions.

Expected Outcomes

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

Assessment

Business Administration graduating seniors responding to the Southeastern Exit Survey will have positive interactions with:

Faculty members: Seventy-five percent of graduating students will report having opportunities to interact with faculty outside of class, opportunities for meaningful interaction with faculty in research or other scholarly activities, faculty members that show interest in academic development, and friendly and helpful faculty in the discipline.

Office Support: Seventy-five percent of graduating students will report positive interactions with office staff.

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

Optional Educational Experiences: Seventy-five percent of graduating students will be satisfied with their experiences in professional activities, associations, or clubs, as well as with practicum, internships, clinical, or other hands-on experiences outside the classroom.

Goal 3

To enhance and utilize the physical and technological infrastructure

Expected Outcome

Students completing the baccalaureate program in Business Administration will have a positive opinion about classroom size and exposure to advanced technology.

Assessment

Seventy-five percent of graduating Business Administration majors responding to the Southeastern 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, library resources available to their major, and other facilities and equipment related to their major.

Notes:

Students in Business Administration are exposed to cultural and global perspectives through completion of required courses ECON 201 (Principles of Macroeconomics), ECON 202 (Principles of Microeconomics), and GBBT 234 (Business Communications). 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 two special topics courses, one in Latin American Studies and one for Students in Free Enterprise. Students are also given the opportunity to learn about other cultures through College of Business 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 countries such as Costa Rica, Panama, and China. Students participating in the study abroad programs as well as the special topics courses receive direct experience in multi-cultural settings.