

# CBA Assessment

## Are you smarter than a CBA student?

1. An equity-based joint venture exemplifies which type of entry strategy?

69% of students answered correctly.

2. For a tax-paying firm, an increase in \_\_\_ will cause the cash flow from assets to increase.

17% of students answered correctly.

3. An expatriate is someone who \_\_\_\_\_.

74% of students answered correctly.

4. What does the value chain show you?

65% of students answered correctly.

**Answers on following page.**

## WASC vs. WSCUC

Western Association of Schools and Colleges is an accrediting body for grade schools through universities. WASC split into three groups. The WASC Senior College and University Commission (WSCUC) is the group that accredits Cal Poly Pomona.

## Important Dates

- Fall 2018 WSCUC Final Report due
- Fall 2019 AACSB Visit



## Why do we have assessment?

- To check whether learning goals are met.
- To identify areas for program improvement.
- To ensure compliance with accreditation requirements (AACSB, WSCUC).

## CBA Assessment At a Glance

The CBA Assessment program measures the effectiveness of five Learning Goals for the BSBA degree. Each goal has several sub-objectives that can be found on the CBA Assessment website.

- LG#1: Communication Skills
- LG#2: Critical Thinking Skills
- LG#3: Business Functional Knowledge and Global Perspective
- LG#4: Business Social Responsibility
- LG#5: Teamwork Skills

These learning goals are measured in CBA Core Courses because the core courses must be taken by every student who earns a business degree. The assessment program measures how well our core curriculum delivers our learning objectives. In other words, have the graduates of our program learned what we set out to teach them?

Recognizing that faculty are the discipline experts, and are most knowledgeable of the curriculum, the assessment program at the CBA is faculty-driven. Faculty define the learning outcomes, develop the measurement

tools, and collect and analyze assessment data on an ongoing basis.



Results from assessment are reviewed by the ALCI (Assurance of Learning and Curriculum Improvement), a faculty committee that has representatives from each of the six departments. ALCI committee members share the results with their departments. Results may indicate an area of development in the current curriculum, weaknesses in the assessment tool, or many a times achievement of learning goals. The committee accordingly decides if any action is necessary. Faculty teaching the impacted courses are notified. The CBA has a second Assessment committee that focuses on WSCUC, a university-wide assessment.

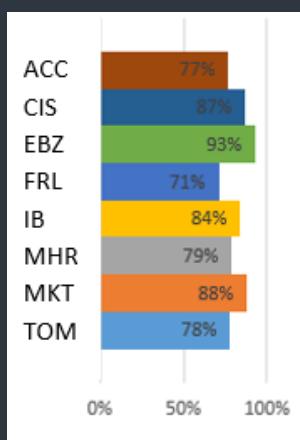
## About the GWT

CalPoly requires the Graduate Writing Test (GWT) be taken by every student, including graduate students. The purpose of the 75 minute exam is to ensure that students have achieved upper-division writing skills.

The exam is given several times a year and students are required to take it prior to earning 120 units.

### How does CBA perform on the GWT?

#### 2017-18 GWT Pass Rates



In 2017-2018, 920 students took the exam.

If a student fails the GWT twice, they apply to enroll in CPU 401, a portfolio based writing course.



## Assessment Cow and Sustainable Farming

How can faculty in the CBA participate in assessment?

**Donate a little of your time and earn money to purchase a cow for a small village.**

The CBA is launching an initiative to help all faculty in the college become more engaged in assessment. Faculty can earn small amounts of cash towards the purchase of a cow or sustainable farming equipment for a small village. For example, if you read an assessment newsletter, you can earn \$5 that will be donated for you towards the purchase of the cow. The project will last until December. If you want to participate and need ideas about what you can do, please contact us or read the Assessment Cow flyer.

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## Assessment Forum

Two forums are set up in Blackboard:

- Why do Universities have trouble 'closing the loop' with assessment?
- How can we measure critical thinking?

**Full Time Faculty** can log into Blackboard > Select "CBA – Assurance of Learning" > Click 'Cow Forum' in the left menu to find the bulletin board.

**Lecturers** can log into Blackboard > Select 'CBA Lecturer Onboarding and Information' > Click 'Cow Forum' in the left menu to find the bulletin board.

Email us to claim your \$5 towards the cow or sustainable farming.

### Quiz Answers

Q1 Strategic Alliance

Q2 Depreciation

Q3 Lives and works outside his/her own country.

Q4 The primary and support activities that turn raw materials into products and services.