

Annual Program Assessment
Department of Business & Public Administration - 2022-2023
Bachelor of Business Administration

1. Program overview

The University of Alaska Southeast (UAS) Bachelor of Business Administration (BBA) is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) and is delivered primarily via distance from the Juneau campus. The BBA prepares students to perform effectively in private businesses and public-service organizations, and includes emphases in Accounting, Human Resource Management, Management, and Management Information Systems.

2. Program Student Learning Outcomes (PLOs)

The current program learning outcomes for the BBA degree programs were most recently reviewed and approved by the Undergraduate Curriculum Committee in spring 2020, and are as follows:

BBA Core - Upon successful completion of the BBA core curriculum, students will be able to:

1. Demonstrate functional business knowledge across essential business disciplines.
2. Utilize effective teamwork and management skills.
3. Employ critical thinking skills, analytical abilities, and problem solving techniques.
4. Communicate effectively and professionally.
5. Competently use technology in the business environment.

Each emphasis area has program learning outcomes that are specific to that emphasis that are not included here. The above outcomes are listed correctly on the UAS Web site.

3. Data Collection Methods

The annual program assessment plan for the BBA outlines a process for evaluating program learning outcomes by utilizing data from Peregrine to examine inbound/outbound testing and to compare UAS to the following external peer groups: 1) ACBSP Overall, 2) ACBSP Western Region 7, and 3) Online Delivery. This year's report focuses on data that is relevant to BBA PLO #2, Utilize effective teamwork and management skills.

The Peregrine topics of "Management" and "Management: Organizational Behavior" most closely address PLO #2. The charts below focus on results that pertain to this topic.

4. The data collected on PLO #2 during the previous academic year

All data is from August 4, 2022 - August 3, 2023. UAS data: n = 93 (Inbound 53; Outbound 40).

Figure 1: Comparison of UAS Inbound and Outbound Exam Results for topic “Management” and related subtopics



Figure 2: Comparison of UAS Inbound and Outbound Exam Results for topic “Management: Organizational Behavior” and related subtopics

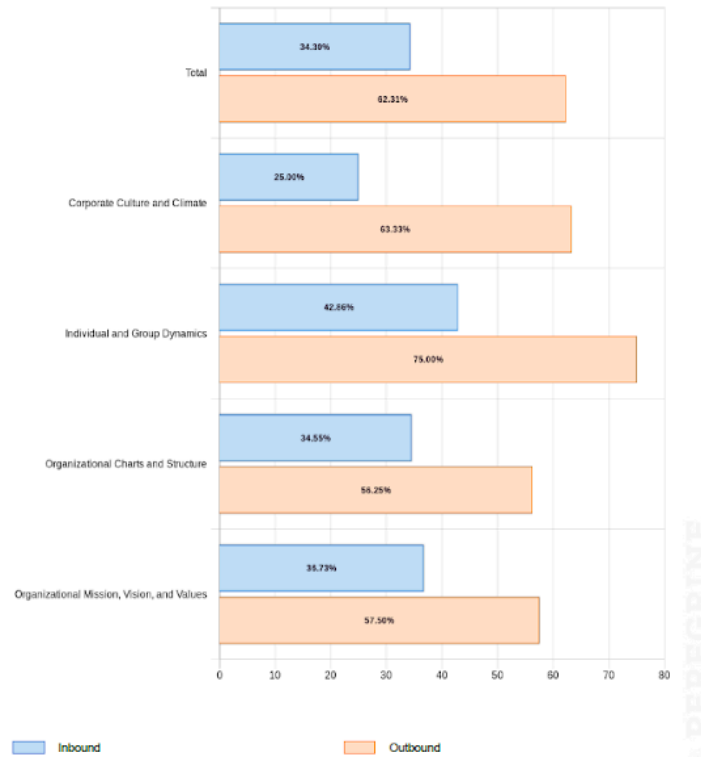


Figure 3: Comparison of the “Management: Organizational Behavior” inbound and outbound topic exam results for UAS versus the three external peer groups

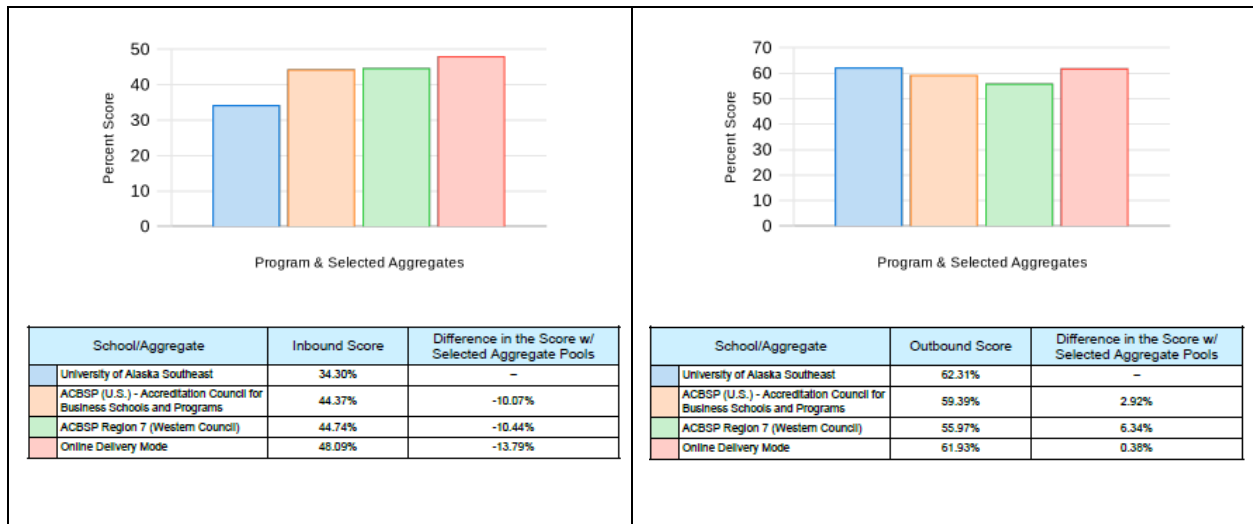
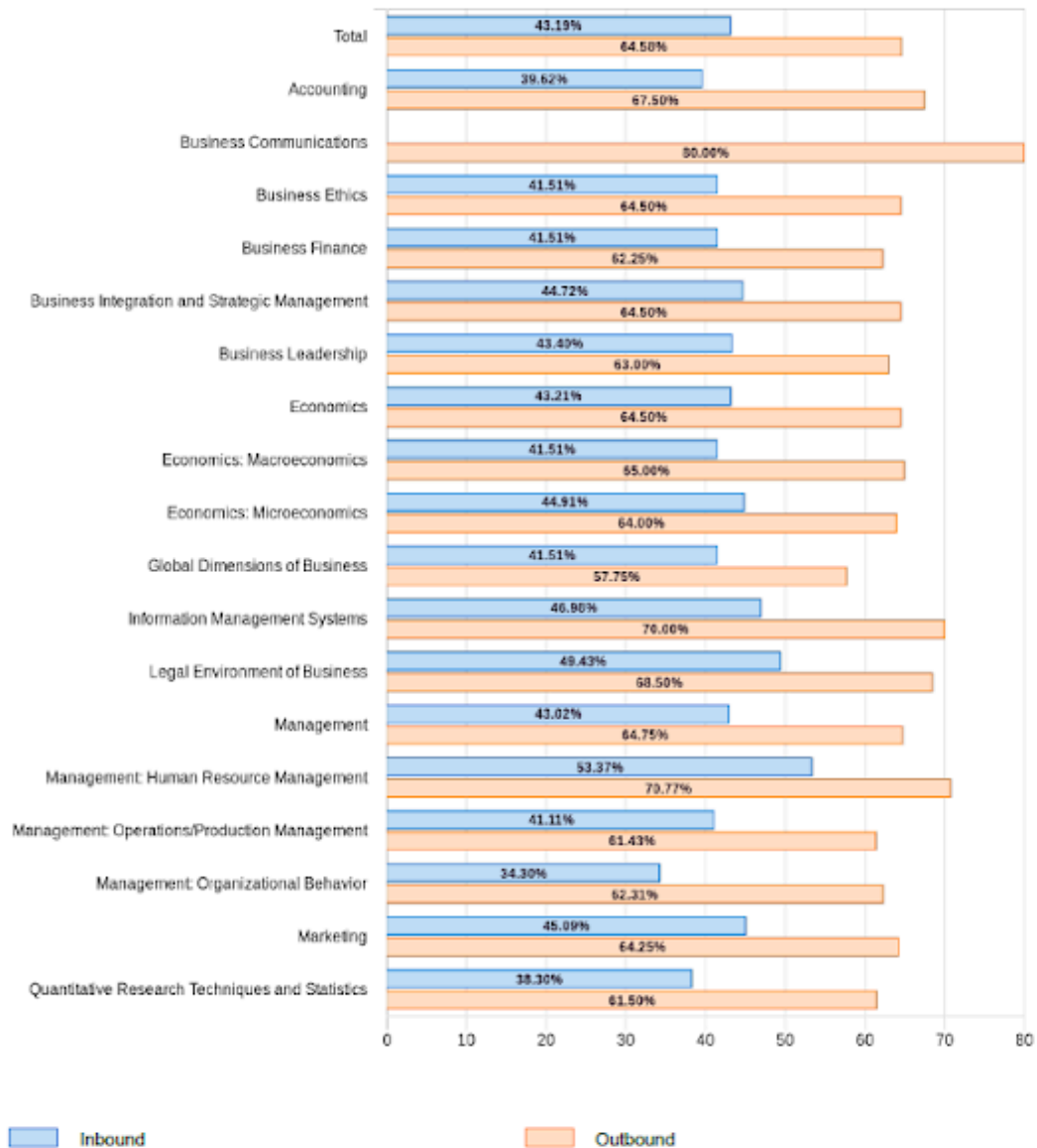


Figure 5: Comparison of UAS Inbound and Outbound Exam Results for all topics



5. An evaluation/analysis of the data collected

Assessment results demonstrate that UAS students show enormous growth in areas aligned with PLO # 2 “Utilize effective teamwork and management skills” during their studies at UAS.

During the period of this review, within the overall “Management” topic, inbound UAS students scored an average of 43.02%, while outbound UAS students scored 64.75% (growth: 21.73%) (Source 1). In the narrower “Management: Organizational Behavior” topic, inbound students scored an average of 34.3% and outbound students scored an average of 62.31% (growth: 28.01%). This topic area is further divided into four subtopics, of which the subtopic of “Individual and Group Dynamics” most closely aligns with “teams” and “teamwork” in PLO #2. In this area, inbound students scored an average of 42.86% and outbound students scored 75% (growth: 32.14%) (Source 2).

All other subtopics within both the “Management” and “Management: Organizational Behavior” showed growth between inbound and outbound test results, with the majority showing 20% or greater growth (Sources 1 and 2).

When compared with other topic areas (Source 5) UAS students show the largest inbound to outbound score gain within the “Management: Organizational Behavior” topic. In comparison to external peers, UAS students’ inbound scores are quite low, however, UAS outbound scores exceed those of all three peers. Thus, UAS student gains in this topic significantly exceeded the averages for all three external peer groups.

Table 1: Inbound versus outbound average scores and growth in “Management: Organizational Behavior” topic: UAS versus external peers

	Inbound (Source 3)	Outbound (Source 4)	Growth
UAS	34.7%	62.31%	27.61%
ACBSP, U.S.	44.37%	59.39%	15.02%
ACBSP, Region 7	44.74%	55.97%	11.23%
Online Delivery	48.09%	61.93%	13.84%

6. Conclusions and plans for program improvement

We have strong assurances of learning in management skills and teamwork and plan to continue to refine how we integrate teams and management skills across the curriculum. Two courses most specifically address this outcome: BA S251 Management Skills and BA S301 Principles of Management. While there’s little reason to focus in improving our extraordinary test scores, one outcome of this review is that we would like to explore the possibility of more clearly differentiating BA S251 as the individual management skills and BA S301 as the organizational management skills, and to determine if there are any redundancies in course content.

Given our recent loss of a business faculty position, it may be worthwhile to explore the possibility of consolidating those two courses into one and distributing skills-oriented content such as teamwork across the curriculum. Given that student inbound to outbound growth in this area was higher than in any other content area, we may find that we could shift resources to another content area without greatly decreasing student outcomes toward this PLO.

Annual Program Assessment
Department of Business & Public Administration - 2022-2023
Associate of Applied Science in Business Administration

1. Program overview

The University of Alaska Southeast (UAS) Associate of Applied Science (AAS) is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) and is delivered primarily via distance from the Juneau campus. The AAS prepares students to join the workforce via entry-level positions in accounting and general business, with emphasis in both areas.

2. Program Student Learning Outcomes (PLOs)

The program learning outcomes for the AAS degree program are listed below, and are listed correctly on the UAS Web site.

AAS Core - Upon successful completion of the AAS core curriculum, students will be able to:

1. Communicate effectively within a business environment.
2. Perform basic financial and managerial accounting skills.
3. Apply mathematical problem-solving techniques to business issues.
4. Describe basic legal concepts and the judicial system, with emphasis on business law.
5. Describe basic economic concepts with emphasis on individual economic decision-making and market outcomes.

3. Data Collection Methods

The annual program assessment plan for the AAS outlines a process for evaluating program learning outcomes by utilizing data from Peregrine to examine inbound/outbound testing and to compare UAS to two external peer groups: 1) ACBSP Region 7 and 2) Online Delivery.

4. The data collected during the previous academic year

The department began collecting data from Peregrine for this program in AY2018-2019. In AY19, one student completed the exam; in AY20, six students completed the exam; and in AY21 and AY23, two students completed the exam.

5. An evaluation/analysis of the data collected

See section 4.

6. Conclusions and plans for program improvement

As this small program continues to grow, we will continue to build assessment history that will eventually create a meaningful data set. The BPA department has discussed ways to incentivize students to complete the Peregrine exams and has yet to find a viable solution. Because there is not a formal capstone course for the AAS degrees, the department chair is working with advising staff to ensure that a majority of AAS students complete the Peregrine exam during their last semester of coursework prior to graduation. That data will then be used to inform curriculum improvements as needed in the AAS degrees. We will continue to keep this issue on our radar.

**Annual Program Assessment
Department of Business & Public Administration
AY2022-2023**

*Accounting Technician Certificate
Small Business Management Certificate*

Peregrine exams were created in recent years to assess learning outcomes in the Accounting Technician and Small Business Management Certificates. Although there are a significant number of students in both programs, in AY2022-23, no students completed these exams. BPA faculty will discuss implementing mechanisms to ensure that students in these programs take the Peregrine exams.

Accounting Technician Certificate

1. Program overview

The one-year Accounting Technician Certificate program is designed to provide training for accounting occupations and the skills gained by students are entry-level in nature. It may also be the first year of education towards the two-year Associate of Applied Science with an emphasis in Accounting and is designed to provide education in accounting principles and application. Students develop technical skills necessary to apply good accounting practices in business.

2. Program Student Learning Outcomes (PLOs)

Upon completion of the UAS Accounting Technician Certificate, the student will be able to successfully:

- Prepare, analyze, explain, and correct accounting entries within an accounting system.
- Create, read, explain and analyze the financial statements in both writing and numeric presentation for the financial management team of an entity.
- Set up and use a computer-automated accounting system.
- Prepare and report on the payroll of an entity.
- Use spreadsheets to support accounting, financial, and managerial reporting needs of an entity.

During the course of this review, it was noted that the PLOs listed above do not match the ones listed in the online catalog. As such, faculty will submit a curriculum proposal to update the PLOs to reflect the ones listed above.

3. Data Collection Methods

The Peregrine exam for students in this programs includes the following topics:

1. Completing the Accounting Cycle

- a. Accounting Worksheets
 - b. Assets and Liabilities as Current or Long-term
 - c. Closing of Revenue, Expense, and Dividend Accounts
 - d. Post-Closing Trial Balance
 - e. Reversing Entries
 - f. The Effect of Various transaction on the Current Ratio and the Debt Ratio
2. The Adjusting Process
- a. Accounting Period Concept, Revenue Recognition and Time Principles, and Time Period Concept
 - b. Accrual and Cash-Basis Accounting
 - c. Adjusted Trial Balance
 - d. Adjusting Entries
 - e. Financial Statement from Adjusted Trial Balance
 - f. Journalize and post Adjusting Entries
3. Cost Accounting
- a. ABC and Activity based management
 - b. Cost Terms and Purposes
 - c. CVP Analysis
 - d. Job Costing
 - e. Master Budget and Responsibility Accounting
4. Current Liabilities and Payroll
- a. Current Liabilities of Known Amount
 - b. Current Liabilities' that must be estimated
 - c. Payroll and Payroll tax Amounts
 - d. Payroll Transactions

4. The data collected during the previous academic year

No students completed the exam during AY23.

5. An evaluation/analysis of the data collected

See section 4.

6. Conclusions and plans for program improvement

See paragraph 1 of this document.

Small Business Management Certificate

1. Program overview

The one-year Small Business Management Certificate is designed to explore business career options and gives entry-level jobs or upgrade skills for employment advancement. It may also be the first year of training towards the two-year Associate of Applied Science in Business Administration and is designed to provide education in business theory and practical applications necessary for owners, managers, and employees of small business firms. Students develop technical and human relations skills necessary in the business environment.

2. Program Student Learning Outcomes (PLOs)

The program learning outcomes for the Small Business Management program are listed below, and are listed correctly on the UAS Web site.

Upon completion of the Small Business Management Certificate, the student will be able to successfully:

- Develop and draft a small business plan.
- Select an appropriate business structure to match a business plan.
- Identify the basic elements of marketing strategy.
- Utilize effective management skills to communicate at interpersonal and group levels.
- Use spreadsheets to support accounting, financial, and managerial reporting needs of an entity.

Student Learning Outcomes:

Faculty have created a Peregrine exam to assess learning outcomes for this certificate program in the following topics:

1. Accounting
 - a. Accounting Data Analysis
 - b. Balance Sheet Analysis
 - c. Compliance in Accounting
 - d. Dividends, Stocks, and Bonds
 - e. Interest, Income, and Debt
 - f. Journal Entries
 - g. Management of Accounting
2. Business Communication
 - a. Cross-Cultural Communications
 - b. Nonverbal Communications
 - c. Oral and Written Communications
 - d. Organizational Communications
 - e. The Communication Process
3. Business Ethics
 - a. Conflict of Interest
 - b. Corporate Ethics and Climate
 - c. Discrimination
 - d. Ethical Climate
 - e. Ethical Decision-Making
 - f. Ethical Issues
 - g. Ethical Standards
4. Management: Human Resources Management
 - a. HR Manager Roles and Responsibilities
 - b. HR Planning
 - c. Recruiting and Retention of Employees
 - d. Staffing Decisions
5. Management: Operations / Production Management
 - a. Continuous Improvement
 - b. Data Analysis Tools
 - c. Quality Management
6. Management: Organizational Behavior
 - a. Corporate Culture and Climate
 - b. Individual and Group Dynamics

- c. Organizational Charts and Structure
- d. Organizational Mission, Vision, and Values

4. The data collected during the previous academic year

No students completed the exam during AY23.

5. An evaluation/analysis of the data collected

See section 4.

6. Conclusions and plans for program improvement

See paragraph 1 of this document.