The purpose of this grant is to assess business students’ performance on the BSBA program learning objective of “conversant in current business issues”. This learning goal was first assessed in 2011 and disappointing results suggested a need for another assessment. In fall 2013 graduating seniors in three sections of Marketing Ethics individually identified what they believed were the top 15 current business issues today. The students’ efforts resulted in a list of 110 possible issues, which has already been reduced to 15 topics and plans are to test business students’ awareness of these issues at the end of Spring 2014. The principal investigator will:

- Develop the assessment instrument.
- Identify the appropriate level course for the assessment
- Working with the BSBA Assurance of Learning (AoL) Committee to set the standard and benchmark

The data will be supplemented with demographic data (such as major, GPA, SAT scores, etc.) from Institutional Research. The data will be analyzed and the results will be presented to the BSBA AoL Committee, which will then make recommendations to the BSBA Curriculum Committee. This assessment is a critical “closing of the loop” of this learning objective in our pursuit of AACSB accreditation.