

Standing Requirements

Program Mission Statement

As the College of Business, we are a group of scholars and business professionals committed to being the recognized leader in developing, researching, and teaching the knowledge necessary to sustain and grow a vibrant global aviation, aerospace, and transportation business community. In prosecuting this purpose we affirm our commitment to the following values:

To pursue truth and excellence relentlessly.

To engage in scholarship and research that enriches the experience and knowledge of our faculty, staff, students, and the industry.

To be guided by mutual respect for our student, industry, and academic colleagues.

To value and promote diversity and the potential of all individuals.

To accept nothing less than superior teaching and learning and hold ourselves accountable for continuous improvement in content and processes.

To promote ethical responsibility and lifelong learning as the hallmarks of a business professional.

Our students are the future of 'The Business of Flight' and the College of Business is the platform from which they will take flight. We will build that platform with exceptional faculty and student scholars and the support of the industries that we serve.

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ERAU University Mission Statement

Our mission is to teach the science, practice and business of aviation and aerospace, preparing students for productive careers¹ and leadership roles in service around the world.²

Our technologically enriched, student-centered environment³ emphasizes learning through collaboration and teamwork,⁴ concern for ethical and responsible behavior,⁵ cultivation of analytical⁶ and management abilities,⁷ and a focus on the development of the professional skills needed for participation in a global community.⁸ We believe a vibrant future for aviation and aerospace rests in the success of our students. Toward this end, Embry-Riddle is committed to providing a climate that facilitates the highest standards of academic achievement⁹ and knowledge discovery,¹⁰ in an interpersonal environment that supports the unique needs of each individual.¹¹ Embry-Riddle Aeronautical University is the world's leader in aviation and aerospace education. The University is an independent, non-profit, culturally diverse institution providing quality education and research in aviation, aerospace, engineering and related fields leading to associate's, baccalaureate's, master's and doctoral degrees.

Program Alignment to University Mission

Select all that apply.

- ¹Preparing students for productive careers
- ²Preparing students for leadership roles in service around the world
- ³Technologically enriched environment
- ⁴Emphasize learning through collaboration and teamwork
- ⁵Concern for ethical and responsible behavior
- ⁶Cultivate analytical abilities
- ⁷Cultivate management abilities
- ⁸Develop the professional skills needed for participation in a global community
- ⁹Facilitating the highest standards of academic achievement
- ¹⁰Facilitating knowledge discovery
- ¹¹Providing an interpersonal environment that supports the unique needs of each individual

Standing Requirements

Program Outcomes

DB_BS_Business Administration (Major in Accounting & Finance) Outcome Set

Outcome

Outcome	Mapping
<p>Business Competencies Graduates will have the knowledge requirements to be successful managers. Graduates will be able to demonstrate general knowledge in the following 7 areas:</p> <p>Economics, Marketing, Quantitative Business Analysis, Legal and Social Environment, Information Systems, International Issues</p>	No Mapping
<p>Accounting and Finance Competencies Graduates in the Accounting and Finance Major will demonstrate subject matter expertise in Accounting and Finance competencies.</p>	No Mapping
<p>Effective Communication Graduates will be able to prepare a well-written paper on a business topics and capable of delivering a professional speech.</p>	No Mapping
<p>Ethical Reasoning Graduates will have an understanding of business ethics and be able to analyze the business ethical environment and apply ethical reasoning.</p>	No Mapping
<p>Critical Thinking Graduates will be capable of critical thinking as demonstrated by the ability to defend reasoned solutions, weigh key assumptions, and solve business problems using the appropriate qualitative and qualitative</p>	No Mapping

techniques.

Ignite - Civic Engagement
Graduates will be able to defend and articulate a societal problem, design a course of action, apply ethical principles, conduct research and/or collaboratively reach decisions, and communicate results.

No Mapping

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DB_BS Business Administration (Major in Accounting & Finance)

DB_BSBA (Accounting & Finance) Curriculum Map

Courses and Activities Mapped to DB_BS_Business Administration (Major in Accounting & Finance) Outcome Set

	Outcome					
	Business Competencies Graduates will have the knowledge requirements to be successful managers. Graduates will be able to demonstrate general knowledge in the following 7 areas: Economics, Marketing, Quantitative Business Analysis, Legal and Social Environment, Information Systems, International Issues	Accounting and Finance Competencies Graduates in the Accounting and Finance Major will demonstrate subject matter expertise in Accounting and Finance competencies.	Effective Communication Graduates will be able to prepare a well-written paper on a business topics and capable of delivering a professional speech. Students will be evaluated on the presentation of a business research topic and a written paper on a business topic.	Ethical Reasoning Graduates will have an understanding of business ethics and be able to analyze the business ethical environment and apply ethical reasoning.	Critical Thinking Graduates will be capable of critical thinking as demonstrated by the ability to defend reasoned solutions, weigh key assumptions, and solve business problems using the appropriate qualitative and quantitative techniques.	Ignite - Civic Engagement Graduates will be able to defend and articulate a societal problem, design a course of action, apply ethical principles, conduct research and/or collaboratively reach decisions, and communicate results.
Courses and Learning Activities						
AS 120 Introduction to AS	I			I		
COM 219 Speech	P		I			
COM 221 Technical Report Writing	P		I			
MA 222 Statistics	P				I	
BA 120 Introduction to Computer-based Systems	I	I				
BA 201 Principles of Management	I	I	P	I	I	
BA 210 Financial Accounting	I	I			I	
BA 220 Marketing	I	I	P	P	I	
BA 221 Advanced Computer-based Systems	P	P		P	I	
BA 225 Business Law	I	I		P	I	
BA 312 Managerial Accounting	P	P		P	P	I
BA 317 Organizational Behavior	P	P	P	P	P	
BA 320 Business Information Systems	P	P	P	P	P	
BA 325 Social Responsibility and Ethics	P	P	P	P	P	
BA 332 Finance	P	I	P	P	P	
BA 334 Investment Analysis	P	I	P	P	P	P
BA 335 International Business	P	I	P	P	P	
BA 338 Intermediate Accounting I	P	P		P	P	P
BA 348 Intermediate Accounting II	P	M		P	P	P
BA 420 Production & Operations	P	P	P	P	P	
BA 434 Corporate Finance II	M	M		P	P	
BA 490 Strategic Management	M	M	M	M	M	

Legend : I Introduced P Practiced M Mastered

DB_BS Business Administration (Major in Accounting & Finance)

DB_BSBA (Accounting & Finance) Assessment Schedule

Courses and Activities Mapped to DB_BS_Business Administration (Major in Accounting & Finance) Outcome Set

	Outcome					
	Business Competencies Graduates will have the knowledge requirements to be successful managers. Graduates will be able to demonstrate general knowledge in the following 7 areas: Economics, Marketing, Quantitative Business Analysis, Legal and Social Environment, Information Systems, International Issues	Accounting and Finance Competencies Graduates in the Accounting and Finance Major will demonstrate subject matter expertise in Accounting and Finance competencies.	Effective Communication Graduates will be able to prepare a well-written paper on a business topics and capable of delivering a professional speech. Students will be evaluated on the presentation of a business research topic and a written paper on a business topic.	Ethical Reasoning Graduates will have an understanding of business ethics and be able to analyze the business ethical environment and apply ethical reasoning.	Critical Thinking Graduates will be capable of critical thinking as demonstrated by the ability to defend reasoned solutions, weigh key assumptions, and solve business problems using the appropriate qualitative and qualitative techniques.	Ignite - Civic Engagement Graduates will be able to defend and articulate a societal problem, design a course of action, apply ethical principles, conduct research and/or collaboratively reach decisions, and communicate results.
Courses and Learning Activities						
2014-2015 Assessment Cycle	✓	✓	✓	✓	✓	✓
2015-2016 Assessment Cycle	✓	✓	✓			
2016-2017 Assessment Cycle	✓	✓		✓		
2017-2018 Assessment Cycle	✓	✓			✓	
2018-2019 Assessment Cycle	✓	✓	✓			
2019-2020 Assessment Cycle	✓	✓	✓			
2020-2021 Assessment Cycle	✓	✓		✓		
Legend : ✓ = Aligned						

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2017-2018 Assessment Cycle

Assessment Plan

Measures

DB_BS_Business Administration (Major in Accounting & Finance) Outcome Set

Outcome

Outcome: Business Competencies

Graduates will have the knowledge requirements to be successful managers. Graduates will be able to demonstrate general knowledge in the following 7 areas:

Economics, Marketing, Quantitative Business Analysis, Legal and Social Environment, Information Systems, International Issues

▼ Measure: Business Competencies Knowledge

Program level Indirect - Survey

Details/Description:	Formulating, integrating and applying business competencies knowledge into managerial decision making.
	Data collection: Graduating Student Survey and /or End of Course Faculty evaluations.
Criterion for Success:	Criterion for Success: "0" very little and "0" not at all
Timeframe of Data Collection:	Fall 2017 and Spring 2018
Key/Responsible Personnel:	Dr. Rhoades, Dr. Curtis, ERAU Office of Institutional Research

▼ Measure: Major Field Test

Program level Direct - Exam

Details/Description: The Major Field Test will be administered in the Capstone class (BA 490). This national exam tests knowledge in the following areas:

Economics, Management, quantitative Business Analysis, Marketing, Legal and Social, Information Systems, International Issues

Criterion for Success: The CoB student average mean will be at or above the national average.

Timeframe of Data Collection: Fall 2017 and Spring 2018

Key/Responsible Personnel: Dawna Rhoades and Janet Tinoco

Outcome: Accounting and Finance Competencies

Graduates in the Accounting and Finance Major will demonstrate subject matter expertise in Accounting and Finance competencies.

▼ **Measure:** Major Field Test (MFT)
Program level Direct - Exam

Details/Description: The Major Field Test (MFT) is an external assessment exam available from the Educational testing Service. Graduates of this major will be assessed in the following areas:


Accounting, Finance, Quantitative Business

Criterion for Success: Mean scores for BSBA Accounting and Finance majors will be higher in Accounting, Finance, and Quantitative Business than students in other CoB degrees and majors.
The Overall mean scores for all disciplines will be at or above the national mean scores for the MFT.

Timeframe of Data Collection: Administered in the Fall and Spring sections of the business capstone class (BA 490)

Key/Responsible Personnel: Dawna Rhoades and Janet Tinoco

Supporting Attachments:

 Critical thinking assessment (Adobe Acrobat Document)

Attached is the scanned homework for students in BA 348 SP15

▼ **Measure:** Subject Matter Expertise in Accounting and Finance
Program level Indirect - Survey

Details/Description:	Overall, how would you rate your major at ERAU. Data collection: Graduating Student Survey and /or End of Course Faculty evaluations.
Criterion for Success:	Criterion for Success: "85%" Excellent and Good.
Timeframe of Data Collection:	Fall 2017 and Spring 2018
Key/Responsible Personnel:	Dr. Rhoades, Dr. Curtis and ERAU Office of Institutional Research

Outcome: Critical Thinking

Graduates will be capable of critical thinking as demonstrated by the ability to defend reasoned solutions, weigh key assumptions, and solve business problems using the appropriate qualitative and quantitative techniques.

▼ **Measure:** Critical Thinking
Program level Direct - Student Artifact

Details/Description:	Our graduates will be capable of critical thinking including the ability to defend reasoned solutions, weigh assumptions, and use appropriate techniques for decision making. Student research papers will
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be evaluated in BA 348 or BA 434 by the CoB Assessment Committee.

Criterion for Success: 85% of students rated Excellent and Satisfactory using the Critical Thinking rubric.

Timeframe of Data Collection: Spring 2018

Key/Responsible Personnel: Dawna Rhoades and Bert Zarb

Supporting Attachments:

 Critical Thinking rubric (Word Document (Open XML))

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