



University of Puerto Rico in Ponce
Business Administration Program

Strategic and Assessment Plan Schedule and Results

2016-2017

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Assessment Plan

University of Puerto Rico in Ponce
Business Administration Program Assessment Plan Schedule

Student Learning Outcomes	Courses	Year	CPC/GLG	Assessment Instrument	Direct/Indirect Internal/External	Success Indicator
1A: Demonstrates competency in the main functions of managing a business; marketing, accounting, finance, business law, economics, management, ethics, information systems, statistics, and global markets.	DEME 4005	4 th	All CPCs	Institutional Assessment Test (EXAADE)	Direct/External	Mean scores within 90% of national mean
1B: Applies international business concepts to create a feasible export plan.	ADMI 4225	3 rd	Global Mgt.	Export Plan/Rubric	Direct/Internal	80% of students will score above 70%
2A: Applies oral and written skills in a business environment (Spanish).	Internship	4 th	GLG	Employer Evaluation	Direct/External	80% of students will score above 70%
2B: Applies oral and written skills in a business environment (English).	INCO 4006	3 rd	GLG	Rubric	Direct/Internal	80% of students will score above 70%
3A: Determine appropriate ethic and social responsible solutions to resolve ethical dilemmas.	REHU 4005	4 th	Ethics GLG	Study Case/Rubric	Direct/Internal	80% of students will score above 70%

4A: Develop teamwork skills.	REHU 4408	2 nd	GLG	Project/Rubric	Direct/Internal	80% of students will score above 70%
4B: Recognize and understand organizational behavior fundamentals.	REHU 4408	2 nd	Management	Test	Direct/Internal	80% of students will score above 70%
5A: Compare and justify business solutions through critical thinking.	ESTA 3002	2 nd	GLG	Study Case/Rubric	Direct/Internal	80% of students will score above 70%
	REHU 4005	4 th	GLG	Study Case/Rubric	Direct/Internal	
6A: Demonstrate business research competencies using information technologies.	FINA 3007	3 rd	GLG Information Technology	Project/Rubric	Direct/Internal	80% of students will score above 70%
All Learning Outcomes	ADMI 4007	4 th	All	Survey	Indirect/Internal	90% of students will be satisfied above satisfactory level

GLG: General Learning Goals CPC: Common Professional Components (ACBSP)

University of Puerto Rico in Ponce
Business Administration Program Assessment Plan Schedule by Major

Student Learning Outcomes	Courses	Year	CPC/GLG	Assessment Instrument	Direct/Indirect Internal/External	Success Indicator
MARKETING						
1A: Demonstrates competency in the main functions of marketing.	MERC 4007	3 rd	Marketing	Program Assessment Test	Direct/Internal	80% of students will score above 70%
	MERC 4235 (internship)	4 th		Employer Evaluation	Direct/External	
1B: Applies marketing concepts to create a feasible marketing plan.	MERC 4219	3 rd	Marketing	Marketing Plan/Rubric	Direct/Internal	80% of students will score above 70%
ACCOUNTING						
1A: Demonstrates competency in the main functions of accounting.	CONT 3035	4 th	Accounting	Program Assessment Test	Direct/Internal	80% of students will score above 70%
	CONT 4235 (internship)	4 th		Employer Evaluation	Direct/External	
1B: Demonstrates competency applying generally accepted auditing standards and generally accepted accounting principles.	CONT 4017	3 rd	Accounting	Simulation	Direct/Internal	80% of students will score above 70%

University of Puerto Rico in Ponce
Business Administration Program Assessment Plan Schedule by Major

Student Learning Outcomes	Courses	Year	CPC/GLG	Assessment Instrument	Direct/Indirect Internal/External	Success Indicator
MANAGEMENT						
1A: Demonstrates competency in the main functions of management.	GERE 4027	3 rd	Management	Program Assessment Test	Direct/Internal	80% of students will score above 70%
	REHU 4450 (internship)	4 th		Employer Evaluation	Direct/External	
1B: Applies management concepts to create a feasible human resources plan.	REHU 4407	3 rd	Management	Human Resources Plan/Rubric	Direct/Internal	80% of students will score above 70%
FINANCE						
1A: Demonstrates competency in the main functions of finance.	FINA 4050	3 rd	Finance	Program Assessment Test	Direct/Internal	80% of students will score above 70%
	FINA 4991 (internship)	4 th		Employer Evaluation	Direct/External	
1B: Applies finance principles to interpret financial statements.	FINA 4037	3 rd	Finance	Financing Plan/Rubric	Direct/Internal	80% of students will score above 70%

Assessment Results

University of Puerto Rico in Ponce

Business Administration Program Assessment Results

Student Learning Outcomes	Success Indicator Attained or Not Attained	Summary of Findings	Use of Results And Actions to Improve
1A: Demonstrates competency in the main functions of managing a business; marketing, accounting, finance, business law, economics, management, ethics, information systems, statistics, and global markets.	Attained	To measure this objective, an institutional exam was prepared in coordination with the UPR units that have Business Administration programs accredited by ACBSP. The results of this methodology allow the comparison of the performance of our students with the results available from other students of the UPR system. The averages of our students were 7% above 90% of the national average. In marketing, accounting, finance, business law, management, ethics, information systems, and global markets our results were 90% above national mean.	Continue administering the institutional assessment exam to determine if the students improved their performance. Other units should share their results of the exam annually. The results will be discussed with the faculty of the Business Administration Department for the purpose of analyzing and implementing the pertinent corrective measures.

**University of Puerto Rico in Ponce
Business Administration Program Assessment Results**

Student Learning Outcomes	Success Indicator Attained or Not Attained	Summary of Findings	Use of Results And Actions to Improve
1B: Applies international business concepts to create a feasible export plan.	Attained	100% of the students scored above 70%.	The instruction manual will be improved to provide students further details regarding the APA referencing styling.
2A: Applies oral and written skills in a business environment (Spanish). 2B: Applies oral and written skills in a business environment (English).	Attained Attained	100% of students scored above 70% in the accounting, finance, management and marketing internships. The employers are satisfied with the written and communication skills of the students. 80% of the students achieved 70% or higher in the written reports and in the oral presentations required.	Continue strengthening communication skills in Spanish. Continue strengthening communication skills in English.
3A: Determine appropriate ethic and social responsible solutions to resolve ethical dilemmas.	Attained	100% of the students scored above 70%.	Continue presenting and analyzing cases with ethical conflicts that help students make responsible and ethical decisions.

**University of Puerto Rico in Ponce
Business Administration Program Assessment Results**

Student Learning Outcomes	Success Indicator Attained or Not Attained	Summary of Findings	Use of Results And Actions to Improve
4A: Develop teamwork skills. 4B: Recognize and understand organizational behavior fundamentals.	Attained Not Attained	94% of the students scored above 70%. The average of students who answered the instrument was 87%. 20% of the students scored above 70%. The success indicator was not achieved. The average of students who answered the instrument was 58%.	Continue strengthening teamwork skills through projects and group works. The instrument used to measure the learning objective will be reviewed. Continue strengthening in the students the organizational behavior fundamentals.
5A: Compare and justify business solutions through critical thinking.	Attained	93% of students scored above 70%. The test was appropriated to measure the regression and correlation between quantitative variable in business analysis.	Other statistical test will be developed in the next year. The Chi Square will be testing to analyze the expected frequency versus observe frequency test to verify if the observed facts are accordingly to the expected facts.
6A: Demonstrate business research competencies using information technologies.	Attained	100% of students scored above 70%.	Continue strengthening business solutions skills through critical thinking analyzing cases.
All Learning Outcomes	Partially Attained	The success indicator was attained only in five skills: integral education, Spanish communication, decision making, social responsibility and diversity appreciation. It is necessary to determine the reasons that cause students dissatisfaction in the areas of teamwork, English, critical thinking, research, use of technology, business management and global mentality.	Encourage the faculty in the use of teaching and evaluation strategies that allow the development of these skills in the students. Manage the satisfaction questionnaire for at least four consecutive years to determine if the student's perception has improved.

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Business Administration Program Assessment Results

Student Learning Outcomes	Success Indicator Attained or Not Attained	Summary of Findings	Use of Results And Actions to Improve
<p>MARKETING</p> <p>1A: Demonstrates competency in the main functions of marketing.</p>	<p>Pending (Program assessment Test)</p> <p>Attained (Employer Evaluation)</p>	<p>The students will be evaluated in the Program Assessment Test in the first semester of 2017-2018.</p> <p>100% of students scored above 70%. The employers are satisfied with the knowledge shown by the students who completed the internship in marketing.</p>	<p>Continue to develop the students' skills required by employers in marketing field.</p>
<p>1B: Applies marketing concepts to create a feasible marketing plan.</p>	<p>Pending</p>	<p>This student-learning outcome will be evaluated in the first semester of 2017-2018.</p>	
<p>ACCOUNTING</p> <p>1A: Demonstrates competency in the main functions of accounting.</p>	<p>Pending (Program Assessment Test)</p> <p>Attained (employer evaluation)</p>	<p>The students will be evaluated in the Program Assessment Test in the first semester of 2017-2018.</p> <p>100% of students scored above 70%. The employers are satisfied with the knowledge shown by the students who completed the internship in accounting.</p>	<p>Continue to develop students' the skills required by employers in the accounting field.</p>
<p>1B: Demonstrates competency applying generally accepted auditing standards and generally accepted accounting principles.</p>	<p>Attained</p>	<p>80% of the students obtained an average of 70% or more in the assessment instrument. The average was 76%.</p>	<p>During the next year, skills in auditing standards will be strengthened by conducting and analyzing more exercises and simulations.</p>

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Student Learning Outcomes	Success Indicator Attained or Not Attained	Summary of Findings	Use of Results And Actions to Improve
MANAGEMENT 1A: Demonstrates competency in the main functions of management.	Pending (Program assessment Test) Attained (Employer Evaluation)	The students will be evaluated in the Program Assessment Test in the first semester of 2017-2018. 100% of students scored above 70%. The employers are satisfied with the knowledge shown by the students who completed the internship in management.	Continue to develop the students' skills required by employers in the management field.
1B: Applies management concepts to create a feasible human resources plan.	Pending	This student-learning outcome will be evaluated in the first semester of 2017-2018.	
FINANCE 1A: Demonstrates competency in the main functions of finance.	Not Attained Attained (Employer Evaluation)	No students scored 70% or more on the test. The average was 48%. Only two students took the exam. 100% of students scored above 70%. The employers are satisfied with the knowledge shown by the students who completed the internship in Finance.	The results of the assessment will be informed to the Faculty of Finance to analyze the data and reinforce the students the required skills. Continue to develop students' skills required by employers in the Finance field.
1B: Applies finance principles to interpret financial statements.	Pending	This student-learning outcome will be evaluated in the first semester of 2017-2018.	