



University of Puerto Rico in Ponce

Business Administration Program

Strategic and Assessment Plan Schedule and Results

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MISSION OF THE BUSINESS ADMINISTRATION PROGRAM

To form professionals able to perform effectively as executives, managers, entrepreneurs and leaders committed to society in a global environment through an integral education with ethical values and practical and technical knowledge in the administration of an organization.

GOALS OF THE BUSINESS ADMINISTRATION PROGRAM

1. Enable students to fulfill their professional, ethical, and social responsibilities regarding the administration of an organization in a global environment.
2. Provide an education of excellence with a highly qualified faculty.
3. Provide college education where arts, culture, and other sciences complement the practical and technical knowledge in business administration.
4. Establish links with the entrepreneurial community to facilitate the learning and integration of students into the workforce.
5. Encourage interest in research and continuous learning among students.
6. Foster learning through community service to develop leaders, entrepreneurs' and citizens committed with the society.
7. Offer extracurricular activities to motivate professional improvement using as resources our student associations, conferences, practices, internships, field trips, and specialized projects, among others.
8. Provide a cutting-edge academic program endorsed by a professional accreditation agency, with international recognition, specialized in business administration.
9. Foster the development of an entrepreneurial mentality among students that allows them to diversify their employment opportunities.

GRADUATE PROFILE

Graduates from the Business Administration should:

1. Apply the principles and concepts needed for the effective administration of an organization in a global environment.
2. Communicate effectively in Spanish and English.
3. Apply ethical principles and values, with social responsibility in the decision-making processes.
4. Work effectively in teams, recognizing the diversity of the human being and the fundamentals of organizational behavior.
5. Implement qualitative and quantitative skills in the administration of an organization.
6. Have competencies in research and in the use of information technologies.

Student Learning Outcomes

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.

1B: Applies international business concepts to create a feasible export plan.

2A: Applies oral and written skills in a business environment (Spanish).

2B: Applies oral and written skills in a business environment (English).

3A: Determine appropriate ethic and social responsible solutions to resolve ethical dilemmas.

4A: Develop teamwork skills.

4B: Recognize and understand organizational behavior fundamentals.

5A: Compare and justify business solutions through critical thinking.

6A: Demonstrate business research competencies using information technologies.

Strategic Plan

Goal 1: Provide an academic program of excellence in the discipline of Business Administration

Objectives:

- 1.1 Maintain an internationally recognized professional accreditation in order to promote continuous improvement of the teaching and learning processes.
- 1.2 Maintain an effective process of continuous assessment as a basis to improve the attainment of learning outcomes.
- 1.3 Collaborate with an Advisory Board to promote a sustained link with the industry and ensure that academic programs are up to date to maintain their social relevance.
- 1.4 Integrate research as an essential component in the teaching-learning process.
- 1.5 Identify and allocate all necessary physical, administrative, technological, and financial resources necessary to offer a curriculum of academic excellence.

Goal 2: Maintain a faculty of excellence

Objectives:

- 2.1 Execute an effective human resources plan for recruitment, development, and retention of faculty that identifies and addresses the needs of academic programs.
- 2.2 Promote the professional development of the faculty offering workshops and conferences relevant for teaching.
- 2.3 Promote the participation of faculty in community service, professional, academic, and research activities.
- 2.4 Identify and allocate all necessary physical, administrative, technological, and financial resources to facilitate teaching and administrative duties of the faculty.

Goal 3: Innovation and renewal of academic and administrative processes

Objectives:

- 3.1 Review the academic curriculum every five years.
- 3.2 Offer courses relevant to the needs of the industry promoting a multi-disciplinary education among students.

3.3 Coordinate effectively with all academic departments the implementation and continuous improvement of the curriculum.

3.4 Provide academic offerings that allow students to obtain double majors, minors or professional certifications within the business field.

3.5 Review the BAP's strategic plan every three years.

3.6 Incorporate updated relevant technology as a resource for academic and administrative improvement.

Goal 4: Improve recruitment, retention and graduation rates

Objectives:

4.1 Ensure that the enrollment quotas are fulfilled.

4.2 Promote continuously the quality and attractiveness of all academic programs in the community to make them accessible to the community's needs.

4.3 Improve tutoring services and academic counseling.

4.4 Increase the level of satisfaction of students' experiences with the business program.

4.5 Maintain graduation and retention rates above 40 % and 80%, respectively.

Goal 5: Foster meaningful college experiences that promote identification and commitment of students with their academic programs and the Department's mission

Objectives:

5.1 Communicate effectively with students, use assessment processes, and the recommendations of the Advisory Board to enhance the college experience.

5.2 Encourage enrollment and student participation in students' associations.

5.3 Promote through students' associations and faculty workshops, conferences, and internships linking students with the industry.

5.5 Expand and strengthen the offering of internships, academic international experiences, and student exchange programs.

5.6 Encourage the participation of students in service-learning experiences through community service.

5.7 Identify and allocate all necessary physical, administrative, technological, and financial resources that promote a better college experience inside and outside the classroom.

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.	Internships	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	70% of students will score 70% or more.
2A: Applies oral and written skills in a business environment (Spanish).	Internships	4 th	GLG	Employer Evaluation	Direct/External	80% of students will score 70% or more.
2B: Applies oral and written skills in a business environment (English).	INCO 4006	3 rd	GLG	Rubric	Direct/Internal	70% of students will score 70% or more.
3A: Determine appropriate ethic and social responsible solutions to resolve ethical dilemmas.	REHU 4005	4 th	Ethics GLG	Study Case/Rubric	Direct/Internal	70% of students will score 70% or more.

4A: Develop teamwork skills.	REHU 4408	2 nd	GLG	Project/Rubric	Direct/Internal	70% of students will score 70% or more.
4B: Recognize and understand organizational behavior fundamentals.	REHU 4408	2 nd	Management	Test	Direct/Internal	70% of students will score 70% or more.
5A: Compare and justify business solutions through critical thinking.	ESTA 3002	2 nd	GLG	Study Case/Rubric	Direct/Internal	70% of students will score 70% or more.
	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	70% of students will score 70% or more.
All Learning Outcomes	ADMI 4007	4 th	All	Survey	Indirect/Internal	70% of students will be satisfied or 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	70% of students will score 70% or more. 80% of students will score 70% or more.
	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	70% of students will score 70% or more.
ACCOUNTING 1A: Demonstrates competency in the main functions of accounting.	CONT 4017	4 th	Accounting	Program Assessment Test	Direct/Internal	70% of students will score 70% or more. 80% of students will score 70% or more.
	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	70% of students will score 70% or more.

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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	70% of students will score 70% or more. 80% of students will score 70% or more.
	REHU 4450 (Internship)	4 th		Employer Evaluation	Direct/External	
1B: Applies management concepts to create an integrated compensation plan.	REHU 4407	3 rd	Management	Human Resources Plan/Rubric	Direct/Internal	70% of students will score 70% or more.
FINANCE 1A: Demonstrates competency in the main functions of finance.	FINA 4050	3 rd	Finance	Program Assessment Test	Direct/Internal	70% of students will score 70% or more. 80% of students will score 70% or more.
	FINA 4991 (Internship)	4 th		Employer Evaluation	Direct/External	
1B: Applies finance principles to interpret financial statements.	BASE 2007	3 rd	Finance	Financing Plan/Rubric	Direct/Internal	70% of students will score 70% or more.

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	<p>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 14% above 90% of the national average. In all the components evaluated except economics, our results were 90% above national mean.</p> <p>The average score of our students in this year was 66%. In the academic year 2016-2017 the average was 61% and in 2017-2018 the average was 70%. The highest averages this year were ethics with 90%, marketing 77%, management 75% and global markets with 73%.</p>	<p>It is recommended to continue administering the new institutional assessment exam annually to compare the results with prior years and to determine if the students improved their performance.</p> <p>Other units should share their results of the exam annually.</p> <p>The results will be discussed with the faculty of the Business Administration Department for the purpose of analyzing and implementing the pertinent corrective measures.</p>

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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
1B: Applies international business concepts to create a feasible export plan.	Attained	76% of the students scored above 70%. Students demonstrated ability to create a feasible exporting plan. The success indicator was attained.	The students need to improve on APA references, additional topics will be added to progress in this area.
2A: Applies oral and written skills in a business environment (Spanish).	Attained	100% of students scored above 70% in the accounting, finance, management and marketing internships. The average of the students was 100% in marketing, management and finance and 97% in accounting. The employers are satisfied with the oral and written skills of the students in a business environment.	Continue strengthening communication skills in Spanish.
2B: Applies oral and written skills in a business environment (English).	Attained	100% of the students achieved 70% or higher in the written reports and in the oral presentations required. The success indicator was attained.	Continue strengthening communication skills in English. The professor suggests keeping each section within the maximum of twenty students recommended in the syllabus for the course.
3A: Determine appropriate ethic and social responsible solutions to resolve ethical dilemmas.	Attained	100% of the students scored above 70%. The average of the students was 80%. The success indicator was attained.	Continue presenting and analyzing cases with ethical conflicts that help students make responsible and ethical decisions.

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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
4A: Develop teamwork skills.	Attained	98% of the students scored above 70%. The average of students was 90%. The success indicator was achieved.	Continue strengthening teamwork skills through projects and group works.
4B: Recognize and understand organizational behavior fundamentals.	Not Attained	44% of the students scored above 70% and the average was 66.5%. In the academic year 2017-2018, 38% of the students scored above 70% and the average was 63.8%. In 2016-2017 the average was 58%. Although the success indicator was not achieved, students are improving their performance when compared to the results of previous years.	Even though the performance goal was not attained, there were better scores in this academic year. The instrument used to measure the learning objective will be review. Continue strengthening in the students the organizational behavior fundamentals.
5A: Compare and justify business solutions through critical thinking.	Attained (ESTA 3002)	96% of students scored above 70%. The average of students was 80%. The success indicator was attained.	The test was appropriated to measure the test a hypothesis about a population between qualitative and quantitative variable in business analysis. Test a hypothesis comparing a variance of two normal populations are equal in both distributions. Explain the limitations of using the correlation statistic in regression analysis tests. The ANOVA test the hypothesis that three or more population means are equals. Observe and perform a two-way Anova with interaction and describe the results.
	Attained (REHU 4005)	100 % of students scored above 70%. The average of students was 82%. The success indicator was attained.	Continue to offer students practice opportunities to reinforce the critical thinking skills in business.
6A: Demonstrate business research competencies using information technologies	Attained	100 % of students scored above 70%. The average of students who answered the instrument was 95%. The success indicator was achieved.	Continue to reinforce business research using information technologies.

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Student Learning Outcomes	Success Indicator Attained or Not Attained	Summary of Findings	Use of Results And Actions to Improve
All Learning Outcomes	Attained	<p>The success indicator was attained. 81% of the students were satisfied or very satisfied with the overall characteristics of the program Business Administration Program.</p> <p>The skills with the highest percentage of satisfaction were ethics (90%), Spanish communication (89%), socially responsible (86%), appreciation diversity (83%), teamwork (82%), global thinking (81%) and integral education (80%)</p> <p>The skills where the students are less satisfied are information technology (71%) and research (74%).</p>	<p>The students expressed the need to have more computerized programs for accounting and finance courses, that the internet should be faster, more computer labs, use more technology in the classes, more hybrid classes and add a digital marketing course.</p> <p>In relation to the use of information technologies recently, some hybrid courses have been developed and the digital marketing course was established. We will continue taking measures to improve the use of technology in classrooms and laboratories.</p> <p>The results will be discussed with the faculty of the Business Administration Department for the purpose of analyze and implement the pertinent corrective measures.</p> <p>It is recommended to offer the satisfaction questionnaire for at least three consecutive years to determine if the student's perception in research and information technology improve.</p>

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Student Learning Outcomes	Success Indicator Attained or Not Attained	Summary of Findings	Use of Results And Actions to Improve
MARKETING			
1A: Demonstrates competency in the main functions of marketing.	Not Attained (Program assessment Test)	7% of the students score above 70%. The mean of the test was 57%. Last year (2017-2018) 75% of the students scored above 70%. The success indicator was not achieved.	Continue strengthening the marketing functions. It is recommended to continue administering the exam for two years to compare the results with prior years and to determine if the students improved their performance.
	Attained (Employer Evaluation)	100% of students scored above 70%. The mean was 100%. The employers are satisfied with the knowledge shown by the students who completed the internship in marketing. The success indicator was achieved.	Continue to develop the students' skills required by employers in marketing field.
1B: Applies marketing concepts to create a feasible marketing plan.	Attained	100% of students scored above 70%.The mean was 93% The success indicator was achieved.	Students applied marketing concepts based on course material. They were able to acknowledge strengths and weakness regarding products and service offerings and created a marketing plan based on that information. Continue to develop students' the skills required by employers in the marketing field by designing exercises to help them in their future as professionals.

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ACCOUNTING 1A: Demonstrates competency in the main functions of accounting.	Not attained (Program Assessment Test)	47% of students score above 70%. The mean was 69%. Last year (2017-2018) 13% of students scored above 70%. The average of the test was 59% in 2017-2018. Although the success indicator was not achieved, students are improving their performance.	The results will be discussed with the accounting faculty for the purpose of analyze and implement the pertinent corrective measures. It is recommended to continue administering the accounting assessment exam for two years to compare the results with prior years and to determine if the students improved their performance.
	Attained (employer evaluation)	100% of students scored above 70%. The average of the evaluations was 95%. The employers are satisfied with the knowledge shown by the students who completed the internship in accounting. The success indicator was achieved.	Continue to develop students' the skills required by employers in the accounting field.
1B: Demonstrates competency applying generally accepted auditing standards and generally accepted accounting principles.	Attained	72% of the students obtained 70% or more in the assessment instrument. The average was 71%. The success indicator was achieved.	During the next year, skills in auditing standards will be strengthened by conducting and analyzing more exercises and simulations. It is recommended to continue administering the auditing assessment exam annually to compare the results with prior years and to determine if the students improved their performance.

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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.	Attained (Program assessment Test)	97% of students scored above 70%. The success indicator was achieved.	Continue to develop the students' skills required by employers in the management field.
	Attained (Employer Evaluation)	100% of students scored above 70%. The employers are satisfied with the knowledge shown by the students who completed the internship in management.	Keep developing the students' skills required by employers in the management field.
1B: Applies management concepts to create an integrated compensation plan.	Attained	100% of students scored above 70%. The success indicator was achieved.	The students acquired the skills, and knowledge hoped. We will keep developing teaching strategies with the intention to see even better results.
FINANCE 1A: Demonstrates competency in the main functions of finance.	Not Attained	15% of the students scored above 70%. The mean was 54%. Last year (2017-2018) no students scored 70% or more on the test. The average was 45%. Although the success indicator was not achieved, students are improving their performance.	The results of the assessment will be informed to the finance faculty to analyze the data and reinforce the students the required skills. The assessment instrument should be reevaluated.
	Attained (Employer Evaluation)	100% of students scored above 70%. The employers are satisfied with the knowledge shown by the students who completed the internship in Finance.	Continue to develop students' skills required by employers in the Finance field.
1B: Applies finance principles to interpret financial statements.	Attained	100% of students scored above 70%. The mean was 88%. The success indicator was achieved.	Encourage students to continue to develop a complete financial statement analysis of a corporation an analyze the information.

Exhibit 1

