

Sam Walton College of Business BSBA Competencies

(2021-2027 AACSB Accreditation Cycle)

2023-2024 Academic Year

The Sam Walton College of Business uses the same competencies for every major because every discipline must graduate with these skills and knowledge.

Competency	Measurement	
<p>Communication (written and oral):</p> <p>Graduates of BSBA program at the Sam M. Walton College of Business will be able to communicate effectively in professional situations.</p> <ul style="list-style-type: none"> • Learning Objective 1: (Written) Students will show proficiency in writing and producing a broad set of professional quality business documents. • Learning Objective 2: (Oral) Students will prepare and deliver professional presentations. 	<p>Written: Rubric applied to Case Study in SEVI 3013</p> <p>Oral: Rubric applied to oral presentation on Case Study in SEVI 3013</p> <p>Goal: 80% of students meet or exceed expectations</p>	<p>80% meet or exceed expectations.</p> <p>77% meet or exceed expectations. This is below the goal. The presentations were done outside of class using an application called VMock. This class was reformatted Spring 2024, from hybrid to fully in person. The initial Spring data is improved and the changes to the class will be evaluated.</p>
<p>Critical Thinking/ Problem Solving:</p> <p>Graduates of BSBA program at the Sam M. Walton College of Business will be able to think critically when evaluating business decisions.</p> <ul style="list-style-type: none"> • Learning Objective: Students will demonstrate critical thinking and strategic problem-solving skills through systematic and objective consideration of business-related problems. 	<p>Rubric applied to Case Study in SEVI 3013</p> <p>Goal: 80% of students meet or exceed expectations</p>	<p>84% meet or exceed expectations.</p>
<p>Technical Competence/ Discipline Knowledge:</p> <p>Graduates of the BSBA program at the Sam M. Walton College of Business will be</p>	<p>Questions analyzed in:</p> <p>ACCT 2013 ECON 2013 SCMT 2103</p>	<p>81% 78% 87%</p>

<p>knowledgeable of the application of concepts in their business major and core cross-discipline concepts.</p> <ul style="list-style-type: none"> • Learning Objective: Students will demonstrate proficiency in core business concepts, across disciplines. 	<p>FINN 2043 MGMT 2103 MKTG 3433 ISYS 2103</p> <p>Goal: 80% of students answer questions correctly.</p>	<p>81% 95% 85% 89%</p>
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