

**Sam Walton College of Business BSIB 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. BSIB students are assessed on an additional competency: global awareness.

<b>Competency</b>	<b>Measurement</b>	
<p><b>Communication (written and oral):</b></p> <p>Graduates of BSIB 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"> <li>• Learning Objective 1: <b>(Written)</b> Students will show proficiency in writing and producing a broad set of professional quality business documents.</li> <li>• Learning Objective 2: <b>(Oral)</b> Students will prepare and deliver professional presentations.</li> </ul>	<p><b>Written:</b> Rubric applied to Case Study in SEVI 3013</p> <p><b>Oral:</b> Rubric applied to oral presentation on Case Study in SEVI 3013</p> <p><b>Goal:</b> 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><b>Critical Thinking/ Problem Solving:</b></p> <p>Graduates of BSIB 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"> <li>• Learning Objective: Students will demonstrate critical thinking and strategic problem-solving skills through systematic and objective consideration of business-related problems.</li> </ul>	<p>Rubric applied to Case Study in SEVI 3013</p> <p><b>Goal:</b> 80% of students meet or exceed expectations</p>	<p>84% meet or exceed expectations.</p>
<p><b>Technical Competence/ Discipline Knowledge:</b></p>	<p>Questions analyzed in: ACCT 2013</p>	<p>81%</p>

<p>Graduates of the BSIB program at the Sam M. Walton College of Business will be knowledgeable of the application of concepts in their business major and core cross-discipline concepts.</p> <ul style="list-style-type: none"> <li>• Learning Objective: Students will demonstrate proficiency in core business concepts, across disciplines.</li> </ul>	<p>ECON 2013 SCMT 2103 FINN 2043 MGMT 2103 MKTG 3433 ISYS 2103</p> <p><b>Goal:</b> 80% of students answer questions correctly.</p>	<p>78% 87% 81% 95% 85% 89%</p>
<p><b>Global Awareness:</b></p> <ul style="list-style-type: none"> <li>• Graduates of the BSIB program at Sam M. Walton College of Business will be knowledgeable of the strategic, resource, market, and institutional interconnectedness of global business environments. <ul style="list-style-type: none"> <li>– <b>Learning Objective:</b> Students will exhibit an awareness of the global business environment and integrate this awareness in business practices and solutions.</li> </ul> </li> </ul>	<p>Global questions in ECON 4633</p> <p><b>Goal:</b> 80% of students answer questions correctly.</p>	<p>89% of students answered the questions correct.</p>