
Bachelor of Science in Business Administration (BSBA)

Point(s) of Contact: Undergraduate Programs and Assessment Committee – UPAC

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Description: The BSBA degree is intended for students who have a particular interest in a specific field of business and who wish to focus most of their time in one particular subject area. It provides preparation for a broad range of careers in business, including accounting, management, marketing, entrepreneurship, economics, information systems, finance, retail, and supply chain management.

Scope of Assessment: AACSB and NCA-HLC

Competencies, Learning Objectives, Measures, and Instruments

COMPETENCY ONE: COMMUNICATION

Competency: Graduates of the BSBA/BSIB program at the Sam M. Walton College of Business will be able to communicate effectively in professional situations.

Learning Objective 1 (Written Communication): Students will show proficiency in writing and producing a broad set of professional quality business documents.

Measure: SEVI 3013 Case Study paper

How Measured: WCOB Business Communication Lab Staff

Instrument: WCOB Written Communication Rubric

Learning Objective 2 (Oral Communication): Students will prepare and deliver professional presentations.

Measure: SEVI 3013 Case Study presentation recorded on VMock application

How Measured: WCOB Business Communications Lab Staff

Instrument: WCOB Oral Communication Rubric

COMPETENCY TWO: CRITICAL THINKING/PROBLEM SOLVING

Competency: Graduates of the BSBA/BSIB program at the Sam M. Walton College of Business will be able to think critically when evaluating business decisions.

Learning Objective: Students will demonstrate critical thinking and strategic problem-solving skills through systematic and objective consideration of business-related problems.

Measure: SEVI 3013 Case Study paper

How Measured: WCOB Business Communication Lab Staff

Instrument: WCOB Critical Thinking and Problem-Solving Rubric

COMPETENCY THREE; TECHNICAL COMPETENCE DISCIPLINE KNOWLEDGE

Competency: Graduates of the BSBA/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.

Learning Objective: Students will demonstrate proficiency in core business concepts, across disciplines.

Measure: ACCT 2013, ISYS 2103, MKTG 3433, SCMT 3623, FINN 3043, ECON 2013, and MGMT 2103 quiz or exam questions deemed to be critical examples of learning in the core courses

How Measured: Course instructors

Instrument: Exam/Quiz question results

Online vs. Face-to-Face Student Learning

The Walton College offers a B.S.B.A. degree online which is the same degree earned by in-person students. As the degrees themselves are the same regardless of the mode of delivery, the online degree has the same competencies and learning objectives as the in-person program and online students are included in the overall B.S.B.A. data collection. However, to ensure competencies are learned to the same degree regardless of the mode of delivery, the data collection of the direct student measures is disaggregated to identify the effect of online courses versus face-to-face in the curricula.
