

Undergraduate Business Administration Program Assessment Plan:

External Assessment:

1. Students take the ETS Major Field Exam in BU469, Business Strategy.

Internal Assessment:

1. Final case analyses in BU 469 are videotaped, and the tapes are on file in the business program office. Additionally, Senior Field Project (BU470) presentations are viewed live by the faculty, and the written project reports by student groups are kept on file in the business program office. Both case analyses and field projects are reviewed and discussed by the faculty as a group each term to assess for strengths and weaknesses in functional analysis, as well as in strategic conclusions and recommendations. Implications for course and program design are then devised by the faculty group as a whole.
2. Students completing BU469 take a Chaminade in-house exam.