

## BBA-ACC Assessment Report (Fall 2021-Winter 2026)

### Fall 2022

#### 1.2 Written Communication (2 sections of ACC 311)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Content	5	4	6	2	17	2.3	47%
Organization	2	4	6	5	17	2.8	65%
Tone	2	4	6	5	17	2.8	65%
Mechanics	1	7	8	1	17	2.5	53%
Refernces	1	4	12	0	17	2.6	71%
Format	3	5	6	3	17	2.5	53%

#### 1.3 Oral Communication (2 sections of ACC 331)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Organization	0	1	16	0	17	2.9	94%
Delivery	0	3	14	0	17	2.8	82%
Content	0	3	11	3	17	3.0	82%
Communication Aids	0	1	15	1	17	3.0	94%
Nonverbals	0	0	17	0	17	3.0	100%

#### 3.1 and 3.2 Informed Decision Making (8 sections of MGT 495)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Assesses external environment	1	0	32	13	46	3.2	98%
Assesses internal environment	3	2	24	17	46	3.2	89%
Identification of various aspects of a firm's global strategy	5	6	20	15	46	3.0	76%
Identification of cultural factors in international settings using a cultural framework	1	3	28	14	46	3.2	91%
Develops strategic options	7	0	26	13	46	3.0	85%

## Winter 2023

### 1.1 Students will be proficient at locating, evaluating, and using information effectively

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Seeks information	2	24	18	16	60	2.8	57%
Evaluates Information	2	18	27	13	60	2.9	67%
Uses information	5	15	28	12	60	2.8	67%
Sources information	4	17	17	22	60	3.0	65%

### 4. Ethics and values (2 sections of ACC 333)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	0	3	8	10	21	3.3	86%
Identification of ethical issues	0	2	3	16	21	3.7	90%
Stakeholder identification	0	2	14	5	21	3.1	90%
Application of ethical theory/models	0	0	6	14	20	3.7	100%
Personal Voice and Action	0	1	9	11	21	3.5	95%