

Undergraduate Business Administration Assessment Report

Since the fall 2006, data has been collected for the undergraduate Business Administration program at the conclusion of the fall and the spring semesters and has been reviewed during the following semester. Thus, currently data has been reviewed for each semester through the fall of 2008.

Review of the Assessment data for the Undergraduate Business Administration program has led to the development and addition of a Career Development course (BU 416) and a Professional Writing and Presentation course (BU308). Additionally, the Business Strategy (BU469) course has been altered so that strategy formulation is introduced at the beginning of the course in order to facilitate better integration of organizational analysis and strategy formulation.