

## **Business Administration Students' Comprehension of Core Concepts**

### **Business Administration BA – Mihaylo College of Business and Economics**

#### **Step 1: Student Learning Outcome**

Demonstrate an understanding of each of the functional areas of business.

#### **Step 2: Methods and Measures**

The Business Assessment Test (BAT) is a standardized, program-level assessment benchmark designed to measure and compare student learning of the functional areas of business, e.g., accounting, economics, finance, management, etc. The CSU developed the BAT, which consists of a series of 80 multiple-choice questions that address core concepts in business, and is used by approximately 20 CSU campuses for comparison of student learning across institutions. In spring 2016, the BAT was administered in a capstone course, *Seminar in Strategic Management* (MGMT 449), to 589 students.

#### **Step 3: Criteria for Success**

Assessment compares CSUF student performance with other CSU students however, official criteria for success is yet to be established.

#### **Step 4: Results**

Overall, data support the high level of functional knowledge acquired and retained by CSUF students. Data also demonstrate that CSUF students outperform the average CSU in all functional disciplines except *Management* and *Finance*. The largest positive difference between CSUF and other CSUs is observed for *International Business* (+13.8%), followed by *Economics* (+12.5%) and *Marketing* (+12.2%). The negative difference with *Management* is negligible (3.5%) although it is slightly more substantial with *Finance* (8.8%).

#### **Step 5: Improvement Actions**

Improvement actions include collaborating with other CSUs to refine the test questions, develop ways to encourage student participation, and enhance course content and consistency through discussion among individual departments.