Assessment Activity Report Due April 20, 2018
Submit a pdf version at [https://sfsu.knack.com/ap#annual-assessment/](https://sfsu.knack.com/ap#annual-assessment/)

Curriculum Map Annual Assessment Report

Department __________________ CoB ____________________________ College ________ CoB ____________________________

Degree Program(s) ______ BSBA ____________________________

Go to [http://air.sfsu.edu/assessment/resources](http://air.sfsu.edu/assessment/resources) for information about curriculum mapping.

1. Please present your curriculum map.

<table>
<thead>
<tr>
<th>BSBA Learning Goals</th>
<th>ECON 101</th>
<th>ACCT 100</th>
<th>ACCT 101</th>
<th>DS 212</th>
<th>BUS 350</th>
<th>FIN 350</th>
<th>BUS 360</th>
<th>BUS 381</th>
<th>ACCT 307</th>
<th>MKET 405</th>
<th>DS 411</th>
<th>DS 412</th>
<th>MKET 433</th>
<th>BUS 482</th>
<th>BUS 498</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Students have basic competencies in business-related disciplines.</td>
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<td>2. Students demonstrate effective written and oral communication skills.</td>
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<td>3. Students demonstrate analytical, quantitative, and critical thinking skills.</td>
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<td>N/A</td>
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<td>4. Students develop personal and team skills that facilitate achievement of personal and organizational goals.</td>
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<tr>
<td>5. Students understand the ethical, legal, political, social, cultural, and environmental issues related to the operation of business.</td>
<td>Assessable</td>
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<td>N/A</td>
<td>N/A</td>
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<td>N/A</td>
</tr>
</tbody>
</table>

Key:  
- Assessable = learning goal is either developed or emphasized in the class in sufficient depth to justify assessment.  
- N/A = Learning goal is not sufficiently covered in class to merit "covered" denomination

2. Who was involved in the development of your curriculum map and how did the work go forward?

The effort was initiated by the Assurance of Learning Committee and required the inputs of faculty from all departments, especially those teaching the core classes. Several rounds of input collection, small group meetings, and revisions were needed to come up with the final map.

3. As the map was being developed, what did you learn about your curriculum as a whole?
   - Were all PLOs adequately supported along the path from introduced to mastered?
   - Did all courses contribute to one or more PLOs?
   - Was there too much emphasis on a few PLOs and not enough on others?
   - Are your courses and PLOs adequately aligned or is some refinement needed?

Major learning points:
- There are some gaps in skills – a skill is only expected to be mastered in one class, without being covered in enough depth in other classes.
- Redundancy – some skills are covered in numerous classes.

4. What is the next step you will take as a department to improve your program? For example, do you want to look more closely at the content of courses and how they support the PLOs? Are you ready to identify the course and assignment that will be used to assess a PLO? Do you need to develop new
courses or adjust the scope and sequence and/or structure of your curriculum to fill in gaps in fulfilling PLO's and facilitate in student learning?

We have made changes in course content and delivery to ensure that each skill is covered in multiple classes. The analytical skills are covered in depth in more than half of the classes and reinforced in the rest of classes but we do not see this redundancy as a problem because many of our students come with inadequate preparation to solve business problems and need more repetition to master this learning goal.

5. Your curriculum map and program learning goals should not be kept secret! Post them on your department website, put your map up where students can see it, provide it to new faculty and lecturers so that they can see how the course they teach fits into the curriculum. Keep refining the content of courses to better support the curriculum overall and keep refining the map to make sure that every course in the curriculum makes a contribution.

Give that this year you created a curriculum map, the next step would be to assess one or more program learning goals in 2018-19.