



Outcomes Assessment Plans

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Name of the Academic Units:

- School of Accounting
- Department of Finance
- Department of Management
- Department of Marketing
- Department of Economics and Legal Studies in Business

Degree programs accessed in this plan:

- Undergraduate program:
 - BS: Bachelor of Science in Business Administration with a major in
 - Accounting
 - Finance
 - Management
 - Marketing
 - Economics and Legal Studies in Business
 - Management Information System
 - General Business
 - International Business
 - Double majors
- Graduate programs:
 - MS: Master of Science in
 - Accounting
 - Management Information Systems/Accounting Information Systems
 - Economics
 - Quantitative Financial Economics
 - Telecommunication Management
 - MBA: Master of Business Administration
 - PhD: Doctor of Philosophy with a major in
 - Economics
 - Business Administration with a concentration in
 - Accounting
 - Finance
 - Management
 - Marketing

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Mission and Goals of the College of Business Administration

The mission of the College of Business Administration, with internationally recognized areas of excellence and innovation, is to serve its stakeholders through its role as a professional college in Oklahoma's comprehensive land-grant university. The following six goal statement help direct the strategic thrusts of the College

- (1) To prepare undergraduate, master's and doctoral students to excel in professional careers and leadership roles in a dynamic environment.
- (2) To conduct and publish scholarly research.
- (3) To develop and provide life-long learning programs that serve the needs of professionals.
- (4) To build strategic partnerships that support the college's mission.
- (5) To utilize leading-edge technologies in the pursuit of excellence in College activities.
- (6) To create and disseminate knowledge that is of value to stakeholders and that fosters the economic vitality and development of Oklahoma.

Assessment Methods used in this plan

The CBA Assessment and Continuous Improvement Committee use the following assessment methods:

- Student Surveys
- Alumni Surveys
- Surveys of Recruiters

The following are assessment methods used for each degree program:

Degree Program (s) Assessed	Assessment Methods Used
Undergraduate Students <ul style="list-style-type: none">• Accounting• Economics• Finance• General Business• International Business• Management• Marketing• MIS• Double Majors	EBI Satisfaction Surveys
Graduate Students <ul style="list-style-type: none">• MS in Accounting• MS in Economics• MS in MIS/AIS• MS in Quantitative Financial Economics• MS in Telecommunication Management	Satisfaction Surveys using web site
Graduate students <ul style="list-style-type: none">• MBA	EBI Satisfaction Surveys

Degree Program (s) Assessed	Assessment Methods Used
Doctoral Students <ul style="list-style-type: none"> • Accounting • Economics • Finance • Management • Marketing 	Satisfaction Surveys
Alumni Surveys	Alumni Surveys