

Program Mission Statement

Offering a unique combination of traditional business courses and options that incorporate technology, problem-based learning, and hands-on and team-based projects, Western Montana's BSBA degree is designed to challenge students to acquire the practical, intellectual, technological, problem-solving, and communications skills necessary for successful participation in a diverse, dynamic, and global society. While the program is delivered using a small business, rural context, graduates are well prepared for joining a large corporation as well as pursuing a master's degree in business administration. UMW means business!!

Graduate Outcomes

- Understand and apply fundamental concepts and practices of business administration primarily management, marketing, finance, and operations.
- Understand and apply economic principles.
- Develop an ability to identify problems, collect and assess data, and present solutions using innovation and organizational skills.
- Utilize computer software and hardware tools for problem solving, decision-making and communication.
- Exhibit effective oral and written communications skills for successful interactions in business settings.
- Demonstrate creative, ethical behavior in individual and team-based projects while learning to stay focused and use personal initiative to accomplish established goals.
- Recognize and respect the diversity implicit in global society.

Outcomes Assessment Plan

Direct Measures

- *Oral/Written Assessment:*

Students are assessed using a standard, department-developed rubric at three points: entry (WRIT 217), mid (BMGT 335), and exit (BMGT 499).

The goal is to have continual cumulative improvement over the course of the degree program.

- *Standardized Exam:*

A nationally-normed exam (Peregrine Academic Services) is administered to every senior student in the capstone (BMGT 499) course. *Our goal is to have 90% of our students score at or above the IACBE average in the areas of Marketing, Management, Economics, Finance, Law, Accounting, Ethics, and International Dimension.*

Indirect Measures

- *Internship Supervisor Review:*

Completed at the conclusion of the internship experience by the on-site supervisor, the goal is to have 90% of the interns receive scores of 7-10 on 100% of the items evaluated.

- *Exit Survey:*

An exit survey and a focus group interview is conducted at the conclusion of every internship and/or thesis

presentation (at which point the students have completed their degree work). Goal is to collect information from 100% of the graduating BSBA students.

Assessment Cycle

Data is collected over the course of an academic year and compiled in April. The results are presented to the business faculty at the annual retreat in May where interventions and strategies are discussed and determined to further improve the results for the next year. Results of the assessment are also used to update and revise the departmental strategic plan.

The report is finalized over the course of the summer and sent to IACBE in November as well as posted on the University and departmental web sites