**Program Student Learning Outcomes Assessment Summary**

**(AY 2012-2013)**

**Program Student Learning Outcomes (PSLOs)**

At the completion of the **Business Administration Program**, the student will be able to:

1. The different functional areas of business – accounting, management, marketing, economics, and finance – by emphasizing their importance in an organization and describing their interrelationship in the organization’s attempt to achieve its objectives.
2. The use of cost and managerial accounting concepts and techniques as management tools for planning, controlling, evaluating performance and making decisions.
3. Business mathematics and elementary statistics by accurately performing common business computations, statistical data presentation and analysis.
4. Intercultural writing and speaking appropriate for business.
5. The legal environment and ethical challenges confronting business in general and in the  FSM, from both local and global perspectives.

**PSLO Assessment Report Summary**

**What we looked at:**

The Business AdministrationProgram assessment focused on PSLO 1. Listed below is the result for the PSLO.

**What we found:**

* Students of Principles of Marketing (BU 270), taught by professor Marlene Mangonon, engaged in business activity of selling gift baskets on Valentine’s Day to demonstrate their understanding of the Marketing Mix tool. The presentation and sale of items were coordinated with other classes such as the Fundamentals of Management (BU 260) and Managerial Accounting (AC 250). The students were evaluated using the Foundations and Skills for Lifelong Learning Value Rubric. Students of BU 260, taught by Professor Marian Medalla, obtained copies of the marketing plans submitted by BU 270 students. Then, applying their understanding of the different functional areas of management, i.e., planning, organizing, directing, and controlling, BU 260 evaluated the marketing plans to check their adequacy and viability. Students of AC 250, taught by Professor Rafael Pulmano, were supposed to review the financial statements prepared by BU 270 students for their business project. Such review did not materialize due to problem due to scheduling problems. However, financial reports turned in by students revealed a weakness in their understanding and skills in this area of accounting, and that there is a need to strengthen their foundation in this specific learning outcome. (The BU 270 project required knowledge and skills in managerial accounting. However, some Marketing students have not yet taken this course.)

**What we are planning to work on:**

**Recommendations for students:**