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## Program Effectiveness Report

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**Program/ Unit:** General Business Major - (Business Econ., General, International Business, Small Business & Entrepreneurship concentrations)

**Location:** SCOB

**Date:** April 11, 2006

**Division:** Sorrell College of Business

**Person Completing Report:** [Cherie Fretwell](#)

**Title:** Professor

All graduates from the General Business program at Troy University complete a general studies core of courses, a business core of courses, and courses of study in the General Business Major with a selected concentration that provide them with the opportunity to understand and apply relevant subject matter. In particular, the program is designed and implemented so that students will have the opportunity to (1) learn and understand the current theory and practice of business and 2) obtain entry-level employment in the private sector and other business related fields or gain acceptance into graduate school or law school. In addition, students will be encouraged to develop ethical and socially responsible behavioral patterns and encouraged to develop intercultural communication skills and global awareness.

**Mission and Relation to University Mission:**

The purpose of the University includes "providing a variety of educational programs at the undergraduate...levels for a diverse student body" with an emphasis on student centeredness, quality academic programs, and global awareness. The purpose of the General Business program relates specifically to the University's objectives of providing programs that equip students to think and act critically. The program prepares students to acquire and demonstrate competence in their chosen field(s) of study. The program is also designed to address the needs of constituencies. The purpose of the General Business program is consistent with the Troy University mission statement.

**Achieved:**



Edit	Worklog	<b>(1) Expected Outcomes/ Student Learning Outcomes with Assessment Measures</b>	<b>(2) Actual Assessment of Expected Outcomes/ Student Learning Outcomes with Improvements Noted</b>	<b>(3) Outcome Achieved Yes/No</b>	<b>(4) If No, Plans for Improvement (PFI) Objectives (If outcomes were not met)</b>	<b>(5) Projected Cost to Implement PFI</b>
<a href="#">Edit</a>		1. Demonstrate a general knowledge of business theories and concepts, including functional areas. Seventy percent of the General Business majors are expected to be within one standard deviation of the national average on the Major Field Achievement Test in Business in the relevant concentration areas, including functional areas.	2006-2007-72% of students met the goal. 2007-2008-70% of students met the goal. The Montgomery site was not in the 2006-2009 data. Without their data 73% of the students would have met the standard in 2007-2008. Academic admission requirements have been raised at the Montgomery site.	Yes	<a href="#">Move to Plan for Improvement</a>	\$0.00
<a href="#">Delete</a>	<a href="#">Worklog</a>					
<a href="#">History</a>						
<a href="#">Edit</a>		2. Demonstrate effective writing skills, as measured by passing a standardized writing assessment with a score of 60% or higher to be administered in BUS 3382, Business Communications.	one test has been pilot tested but found lacking. A search of other tests to measure of this objective is being conducted		<a href="#">Move to Plan for Improvement</a>	\$0.00
<a href="#">Delete</a>	<a href="#">Worklog</a>					
<a href="#">History</a>						

<a href="#">Edit</a>		3. Demonstrate critical thinking skills, as measured by passing a critical thinking standardized exam with a score of 60% or higher to be administered in MGT 4476, Strategic Management.	a search for an appropriate measure is being conducted.		<a href="#">Move to Plan for Improvement</a>	\$0.00
<a href="#">Delete</a>	Worklog					
<a href="#">History</a>						
<a href="#">Edit</a>		4. Recognize, understand and apply the basic concept of the law and its importance to business. Mastery of the subject will be demonstrated by 70% of troy management students score at or above the 50% on the law subscale on the MFT. (LAW 2221)	2006-2007 81% of the students met the standard. 2007-2008 53% students met the standard.	No	<a href="#">Move to Plan for Improvement</a>	\$0.00
<a href="#">Delete</a>	Worklog					
<a href="#">History</a>						

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