

Summary of Recommendations to Improve BSBA/BABA Student Learning Outcomes (DEC '11)

1a. Demonstrate knowledge and understanding of elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics, and social responsibility.

ETS Cohort Data: IBA and transfer students do not do as well in accounting as traditional students. Consider some sort of upper-division accounting course....or possibly add a few pretaped lectures in FIN 3403.

Accounting Item Analysis: ACG 2021 Financial Accounting will place greater emphasis on financial ratios. ACG 2071 Managerial Accounting will utilize the recently added fourth hour of the course to discuss the topic of standard cost accounting. There may be accounting topics from ACG 2021 Financial Accounting and/or ACG 2071 Managerial Accounting that might be appropriate to add to FIN 3403 Business Finance as pretaped lectures. These pretaped lectures might be particularly important for student who did not complete ACG 2021 and/or ACG 2071 at the University of Florida.

Business Law Item Analysis: Additional emphasis will be placed on the following topics: the difference between depositions and interrogatories, business formats such as incorporation and limited person liability, contractual remedies, per se crimes, and the philosophical underpinnings of law (e.g., Kant, Hobbes and Rawls).

Economics Item Analysis (micro and macro): Additional emphasis will be placed on the following topics: the mechanics of open market operations, the Fisher equation, benefits of international trade, the potential harm of monopolies, and profit maximization.

Finance Item Analysis: The faculty reviewers are concerned that students are too focused on calculations at the expense of a solid understanding of the principles of finance. Accordingly, the faculty will continue to spend the early part of class discussing current events. Additionally, greater emphasis will be placed on conceptual questions and financial definitions. This will be accomplished through a redesign of quizzes and exams.

Management: Additional emphasis will placed on personnel selection, Herzberg's two-factor theory of motivation, group cohesiveness, organizational structure, and performance appraisals.

Management Science and Probability Statistics: Faculty should work to coordinate the topics covered in QMB 3250 and MAN 4504. Student did not score well on set theory, something that they should have recalled from STA 2023. Additional emphasis

