



Academic Learning Compact

Economics BBA

Program Mission Statement

The Department of Economics and Geography is committed to the delivery of exceptional undergraduate and graduate instruction by faculty members who are both actively engaged in scholarly activities and capable of integrating the results of their research into their instructional activities. Our intent is that this instruction will emphasize our role in guiding students to prepare them to be intellectual resources that will continually redevelop to serve many organizations over a productive career. Students are expected to take courses in microeconomics and macroeconomics, as well as econometric courses that provide the foundation of the instrumental to undertake economic analysis. Students will gain experience in the understanding of the global economy by taking international economics courses as well as having a study abroad experience. We also recognize our responsibility to provide economics related service to the University and Jacksonville communities.

Student Learning Outcomes

Graduates will be able

Content/Discipline-Specific Knowledge/Skills

- Students will demonstrate knowledge and understanding of the global economy and the ability to recognize the impact of diverse socioeconomic and cultural factors on business operations.
- Students will demonstrate the ability to utilize technology to enhance decision-making skills and improve productivity.
- Students will demonstrate content knowledge in the major functional areas of business: Accounting, Economics, Management, Marketing, Quantitative Business Analysis, Information Systems, Finance, and the Legal and Social Environment.

Communication Skills

- Students will demonstrate effective business communication skills.

Critical Thinking Skills

- Students will demonstrate the ability to identify and reconcile ethical issues in decision-making.
- Students will demonstrate the ability to think critically to identify problems, and propose alternatives to these problems and implement solutions.

Assessment Approaches

The Coggin College of Business operates a college-wide strategy to assess its six learning objectives. Each of the 11 programs of study (housed in 4 departments) has adopted these as its learning objectives, which links to the university's three broad learning categories. While each of these objectives is differentially emphasized in the various programs of study, they are common to the core body of knowledge provided to all students majoring in a sub-field of business. The college utilizes a multi-year time horizon to assess alternating objectives. This time horizon corresponds to the AACSB (re)accreditation cycle.

Oral communication (objective 1) is assessed by student performance during SPC 4064 (Public Speaking for Professionals), using a standardized, anchored grading rubric.

Written communication (objective 1) is assessed in MAN3025, via a standardized written evaluation system.

Electronic communication (objective 1) is assessed in MAN3025, via a standardized evaluation system.

Ethics (objective 2) is assessed via a standardized test in the capstone policy course.

International business knowledge (objective 3) is assessed on the international assessment indicator (sub-score) of the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course.

Technology use (objective 4) is assessed on the information system assessment indicator (sub-score) of the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course.

Critical thinking (objective 5) is assessed via the Educational Testing Service (ETS) Proficiency Exam, with plans to administer a standardized test via MAN3504. It is administered in each student's last term in his/her program of study via the capstone policy course.

Content knowledge in the functional areas of business (objective 6) is assessed via the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course. Content knowledge is measured by the overall score, as well as the score on each of eight assessment indicators (sub-scores), including accounting, economics, management, quantitative analysis, finance, marketing, legal / social environment, and information systems.

Assessment mechanisms may change over time.