UNIVERSITY OF SAN FRANCISCO College of Professional Studies

Bachelor of Science in Applied Economics—Program Assessment Plan

Applied Economics (AE) is currently in the process of redeveloping the Bachelor of Science in Applied Economics curriculum in accordance with the evolution of academic and professional economics, the Program's 2005 external review, and the need to maintain relevance for students. In this redevelopment process, AE will create BSAE course learning outcomes and measures and integrate them with the revised Degree Goal and its measures, as per the requirements of the University and the Western Association of Schools and Colleges.

New/revised course learning outcomes and measures will be completed, the relationship of these course outcomes and measures to the overall degree's goals and measures will be clarified, and the assessment processes for both course-level and degree-level learning outcomes will be inaugurated in the 2008-2009 academic year. The course and degree-level outcomes and measures will be revised/updated in the 2008-2009, 2009-2010, and 2010-2011 academic years. By the end of the 2011 academic year, the BSAE degree and its constituent courses will have learning outcomes and effectiveness measures in place, all of which will have been tested for appropriateness and viability.

Program Goal

The Bachelor of Science in Applied Economics provides students the intellectual foundation and analytical techniques necessary for effective decision-making and leadership in private, public, and non-profit organizations. Students develop not only measurement, assessment, and problem-solving skills, but the ability to exercise critical thinking and independent judgment in managing the challenges of today's globalized competitive environment. The degree fosters in its students both an ethical perspective and a disciplined sensitivity to human suffering so that they may lead lives of purpose in support of the common good.

Program Learning Outcomes

Following are the learning outcomes for the Applied Economics Degree:

- Understand basic micro-and macro-economic theory as it is applied in the classroom, organization, and society.
- Demonstrate competence in the use of economic analysis and tools in areas that contribute to the effectiveness and sustainability of organizations, including assessment and valuation, resourcing, marketing, financial management, and strategic planning.
- Exercise critical thinking and independent judgment in managing the challenges posed by economic and organizational decision-making.
- Demonstrate the ability to work effectively with individuals of diverse backgrounds and points of view.
- Through the Jesuit values of moral and ethical leadership, develop a fuller awareness and appreciation of self and others, and a disciplined sensitivity to human suffering, in support of constructing a life of purpose and meaning.

Curriculum Learning Outcome and Measurement Map

Linkage of degree-level learning outcomes and measures with the learning outcomes and measures of Applied Economics' eleven courses (two of which are electives) will be developed in the 2008-2009 academic year and revised/updated later that year and in the subsequent two academic years. (Course numbering may change through the course adoption process.

Degree Learning Outcome	AE 3111	AE 315	AE 321 ¹	AE 326	AE328	AE 422	AE 434	AE 437	AE 440	AE 492	AE 496	Course Learning Outcomes
Understand basic micro-and macro-economic theory as it is applied in the classroom, organization, and society.												
Demonstrate competence in the use of economic analysis and tools in areas that contribute to the effectiveness and sustainability of organizations, including assessment and valuation, resourcing, marketing, financial management, and strategic planning.												
Exercise critical thinking and independent judgment in managing the challenges posed by economic and organizational decision-making.												
Demonstrate the ability to work effectively with individuals of diverse backgrounds and points of view.												
Through the Jesuit values of moral and ethical leadership, develop a fuller awareness and appreciation of self and others, and a disciplined sensitivity to human suffering, in support of constructing a life of purpose and meaning.												

Assessment Plan Specifics

BSAE Program Director James Forcier will be responsible and accountable for the assessment plan, with faculty and staff support in the implementation and evaluation of the plan. While the AE Program strives to continually improve the learning environment for its students, this assessment process is the first to be based on a systematic effort to cohesively link the learning outcomes of the degree and its constituent courses to appropriate assessment methods for each.

¹ Elective Applied Economics Program Rev.1 - October 10, 2008

Below are draft assessment methods that may be employed at the degree level. During the fall 2009 semester, the assessment methods will be refined in the development of final evidentiary rubrics (e.g., culminating project and graded assignments), indirect rubrics (e.g., self- and third-party assessments), and evaluation rubrics (e.g., course syllabi review by an appropriately constituted advisory group). Each of the final rubrics will then be assessed according to the schedule below.

Year	Degree Learning Outcome	Proposed Assessment Methods
2008-2009	Understand basic micro-and macro-economic theory as it is applied in the classroom, organization, and society. Demonstrate competence in the use of economic analysis and tools in areas that contribute to the effectiveness and sustainability of organizations, including assessment and valuation, resourcing, marketing, financial management, and strategic planning.	Culminating Project Evaluation (AE492) Graded Course Assignments (all courses; specific to course learning outcomes) End-of-Course Student Self-Assessments End-of-Course Reports from Faculty Joint Full-time and Part-time Faculty Meetings (twice per academic year) SUMMA Evaluations (including written comments) Cohort Visits by Program Director and Senior Associate Program Director Pre-program and post-program examinations Student Surveys (at program start and just prior to graduation) Periodic Alumni Surveys (every three years) Transcript Analysis (each semester) Service Learning feedback and assessment
2009-2010	Exercise critical thinking and independent judgment in managing the challenges posed by economic and organizational decision-making. Demonstrate the ability to work effectively with individuals of diverse backgrounds and points of view.	Culminating Project Evaluation (AE492) Graded Course Assignments (all courses; specific to course learning outcomes) End-of-Course Student Self-Assessments End-of-Course Reports from Faculty Joint Full-time and Part-time Faculty Meetings (twice per academic year) SUMMA Evaluations (including written comments) Cohort Visits by Program Director and Senior Associate Program Director Pre-program and post-program examinations Student Surveys (at program start and just prior to graduation) Periodic Alumni Surveys (every three years) Transcript Analysis (each semester) Service Learning feedback and assessment

2010-2011	Through the Jesuit values of moral and ethical leadership, develop a fuller awareness and appreciation of self and others, and a disciplined sensitivity to human suffering, in support of constructing a life of purpose and meaning.	Culminating Project Evaluation (AE492) Graded Course Assignments (all courses; specific to course learning outcomes) End-of-Course Student Self-Assessments End-of-Course Reports from Faculty Joint Full-time and Part-time Faculty Meetings (twice per academic year) SUMMA Evaluations (including written comments) Cohort Visits by Program Director and Senior Associate Program Director Pre-program and post-program examinations Student Surveys (at program start and just prior to graduation) Periodic Alumni Surveys (every three years) Transcript Analysis (each semester)
		Transcript Analysis (each semester) Service Learning feedback and assessment

In May of each year, the data collected will be used to ensure that all five degree learning outcomes are adequately covered in the nine-course curriculum for the major and two elective courses. Deficiencies will be addressed in revisions to course learning outcomes, texts, readings, and assignments. Revisions to assessment methods (e.g., surveys, rubrics, etc.) will also be considered annually.

BSAE Course Descriptions

Following are course descriptions for current and forthcoming BSAE courses. As mentioned above, course learning outcomes and measures are being revised in accordance with the new curriculum.

311. Macroeconomics (3 units)

Analysis of the economy as a whole and an examination of the determinants of income, employment, and prices. Introductions to money and banking, business cycles, international trade, and economic policy. (To be offered as pre-program electives for students lacking economics prerequisites.)

315. Managerial Econometrics (3 units)

An introduction to descriptive and inferential statistical methods used in economic analysis and business decision-making. Approaches such as time series analysis and regression models are used to analyze and forecast trends.

321. Microeconomics (3 units)

Fundamentals of price theory, supply and demand, resource allocation, cost-benefit analysis, profit maximization and market structures. (To be offered as pre-program electives for students lacking economics prerequisites.)

326. Accounting for Managers (3 units)

An overview and application of accounting principles in managerial decision-making. Concepts include basic financial accounting, managerial accounting systems, profit performance measurement, costing systems and control reporting.

328. Economics for Managers (3 units)

Advanced supply and demand and business cycle analysis; supply chain and production maximization; organizational design & factor performance; agency theory and incentives; antitrust, market externalities/Coasian theory. Review of market structures and industrial organization; regulatory enforcement; introduction to taxation.

422. Financial & Capital Markets (3 units)

Examines the Federal Reserve, monetary policy, banking system; regulatory agencies, hedge funds and private equity; reviews emerging developments in the stock, bond and currency markets; includes an overview of the regulatory environment of global capital markets.

437. Financial Decision-Making (3 units)

Application of financial theories and techniques to decision-making, with an emphasis on the tools of financial analysis, capital and investment decisions and cost control. Methods of financing new ventures, expansions and takeovers are reviewed.

439. Consumer Behavior (3 units)

Economics of consumer decision-making; demographic, psychographic, internet applications and geographic analysis of consumer markets; discussion of customer relationship management (CRM) and particle markets; choice/logit modeling.

440. International Trade & Investment (3 units)

Theories of international trade and globalization, trade policy, cartels and commodity agreements, foreign exchange, balance of payments, foreign investment, and multinationals.

492. Strategic Economic Analysis & Entrepreneurship (3 units)

Business model analysis and the financing and launching new ventures, expansions, and takeovers. Includes design and deployment of both entrepreneurial and intrapreneurial ventures, sustainability, influence of taxation on business behavior. Students collaboratively create business plans. Course relates content in the AE major to organizational decision-making and strategy.

496. Seminar in Applied Economics (3 units)

Application of the tools of competitive advantage, aimed at optimization of the profitability of the firm. Includes five-force analysis, co-opetition, disruptive technology, and s-curve applications. Internet economics. Synthesizes elements of preceding coursework in the major. Includes completion of the service learning requirement; review of professional standards and ethics in business economics.