

**ASSESSMENT OF LEARNING OUTCOMES**  
**Seidman College of Business**  
**Grand Valley State University**

**Vision Statement:**

To be a preferred source of graduates educated to apply a creative, integrated and cross-disciplinary approach to business.

**Values:**

- Teaching Excellence
- Quality Scholarship
- Community Service
- Ethics and Integrity
- Life-Long Learning
- Diversity
- Collegiality

**Mission Statement:**

The Seidman College of Business provides a rigorous learning environment, with a student focus, a regional commitment, and a global perspective. In its teaching, scholarship, and service activities the College innovates, applies knowledge, and integrates concepts.

**Degree Programs:**

The Seidman College of Business at Grand Valley State University offers five AACSB (Association to Advance Collegiate Schools of Business) accredited degrees:

*The Bachelor of Business Administration:* The BBA core and cognates require 54 credit hours across accounting, economics, finance, management, and marketing. In addition to the core/cognates, students select one of Seidman's 13 majors/emphases, for an additional 18 hours.

*The Bachelor of Business in Accounting:* This degree is accredited separately and consists of the 54 core/cognate hours plus 18 hours in accounting.

*The Master of Business Administration:* The MBA consists of four core courses in Technology, Leadership, Global Competitiveness and Strategy. In addition, students take four directed electives and two open electives, for a total of 33 semester hours.

*The Master of Science in Accounting:* The MSA meets the requirements for CPA certification adopted by the State of Michigan Board of Accountancy. The 33 credit MSA requires five core courses in Financial Statement Analysis, Financial Accounting Systems, International Accounting, Advanced Accounting and Accounting Theory. The remaining 18 credits are selected in conjunction with an advisor.

*The Master of Science in Taxation:* The MST program requires 33 credits, including five core courses (Tax Research and Writing; Corporate Tax I; Estate, Gift, and Tax I; Partnership Taxation; and Taxation Problems). In addition, each student takes two directed electives and four tax electives.

**Assessment Plans:**

The AACSB requires student learning outcomes assessment at the degree/program level; the 18-hour majors and emphases do not have to be separately assessed.

Seidman began to assess student learning in all five degrees in 2005/2006. During this year, about half of the learning objectives were assessed for the BBA, BBA in Accounting, MBA, and the MSA; all learning objectives for the MST were measured.

The remaining learning objectives for all degrees will be assessed during 2006/2007. After these two initial years, Seidman will completely assess learning outcomes for the two BBA degrees in even-numbered and the three Masters degrees in odd-numbered years. Thus:

2007/2008: Complete assessment of MBA, MSA, MST  
2008/2009: Complete assessment of BBA, BBA in Accounting  
2009/2010: Complete assessment of MBA, MSA, MST  
2010/2011: Complete assessment of BBA, BBA in Accounting  
Etc.