

## *College of Business Administration Core Curriculum Test*

The College of Business Administration (CBA) utilizes the Core Curriculum Test (CCT) as a component of the faculty approved Assessment Plan to monitor student learning. Assessment is a vital requirement for accreditation by AACSB, International—The Association to Advance Collegiate Schools of Business.

The CCT is a computerized multiple-choice test that consists of 96 business core questions and some demographic items. Test questions are randomly selected from a bank of 270 questions designed by the faculty to cover each area in the core and various cognitive learning goals. Students usually complete the CCT in a little over an hour. Those who score in the top ten percentile receive a certificate of accomplishment from the Dean.

The CBA requires students to take the CCT as a pre-test at the beginning of their business education in Accounting Principles I (6200:201). This establishes our entering students' base knowledge and gives students an idea of what they can expect to learn in the CBA.

Prior to graduation, the CBA administers the CCT as a post-test to students in our capstone business course, Business Policy (6500:490/695). The Assessment Office then utilizes both pre-test and post-test data to assess student learning and performance. To close the assessment loop, CBA faculty review CCT results as input while making important decisions about the curriculum. Therefore, all students are urged to approach the test with the same degree of seriousness and professionalism as they would other examinations.

CBA faculty based the CCT on the following core business courses:

- 6200:201 Accounting Principles I
- 6200:202 Accounting Principles II
- 6200:250 Microcomputer Applications for Business
- 6400:220 Legal and Social Environments of Business
- 6400:301 Business Finance
- 6500:221 Quantitative Business Analysis I
- 6500:222 Quantitative Business Analysis II
- 6500:301 Management: Principles and Concepts
- 6500:330 Principles of Operations Management
- 6600:300 Marketing Principles
- 6800:305 International Business
- 6500:490 Business Policy

A list of topics and cognitive learning goals covered on the test is presented below.

**The University of Akron**  
**College of Business Administration**  
**Topics and Cognitive Learning Goals Covered on the Core Curriculum Test\***

<b>Accounting Principles I</b>	
Question Type-(100% Conceptual)	
Learning Level-(100% Basic Knowledge)	
<b>Topic/Area in course</b>	<b>No. of Quest.</b>
Assets	5
General Principles	8
Income statement	9
Liabilities	4
Owner's equity	4
<b>Grand Total</b>	<b>30</b>

<b>Accounting Principles II</b>	
Question Type-(43% Conceptual, 57% Problem Solving/Decision Making)	
Learning Level-(26% Basic Knowledge, 57% Comprehension, 17% Application/Critical Thinking,)	
<b>Topic/Area in course</b>	<b>No. of Quest.</b>
Budgeting / feedback	4
Capital Budgeting	3
Cost behavior / estimation	2
Cost of Quality	2
Cost-Volume-Profit Relationship	2
Ethics	1
General Concepts	1
Income Statements For Manufacturing Enterprise	1
Performance measurement	6
Product costing methods	4
Relevant cost for Decision Making	4
<b>Grand Total</b>	<b>30</b>

**Microcomputer Applications for Business**

Question Type-(90% Conceptual, 10% Problem Solving/Decision Making)

Learning Level-(60% Basic Knowledge, 30% Comprehension, 10% Application/Critical Thinking)

Topic/Area in course	No. of Quest.
Advanced Queries	1
Charts/Graphs	1
Database Basics	2
Database Design	3
Database Integrity	2
Logical Operators	2
Productivity Tools	2
Referencing Logic	1
Spreadsheet Functions	4
SQL	2
<b>Grand Total</b>	<b>20</b>

**Legal and Social Environments of Business**

Question Type-(79 % Conceptual, 21% Problem Solving/Decision Making)

Learning Level-(63% Basic Knowledge, 37% Comprehension)

Topic/Area in course	No. of Quest.
Agency	1
Antitrust / price discrimination	2
Bankruptcy	1
Constitution	1
Contracts	1
Corporations and Partnerships	5
Product liability	2
Property	2
Torts	2
Uniform Commercial Code	2
<b>Grand Total</b>	<b>19</b>

<b>Business Finance</b>	
Question Type-(79% Conceptual, 21% Problem Solving/Decision Making)	
Learning Level-(100% Basic Knowledge)	
<b>Topic/Area in course</b>	<b>No. of Quest.</b>
Bond pricing	1
Capital Budgeting	3
Cost of capital capital structure	3
Discounted cash flows	1
Earnings and cash flows	2
Financial Institutions	1
Financial leverage	1
Foreign currency	1
Goals of Financial Management	1
Risk and Return	2
Working capital Management	3
<b>Grand Total</b>	<b>19</b>

<b>Marketing Principles</b>	
Question Type-(95% Conceptual, 5% Problem Solving/Decision Making)	
Learning Level-(90% Basic Knowledge, 10% Comprehension)	
<b>Topic/Area in course</b>	<b>No. of Quest.</b>
Advertising and Promotion	3
Distribution	1
General Principles of Marketing	7
International Marketing	2
Market Segmentation	2
Marketing Research	1
Marketing Strategy	1
Pricing Strategy	1
Retailing	1
Service Marketing	1
<b>Grand Total</b>	<b>20</b>

<b>International Business</b>	
Question Type-(84% Conceptual, 16% Problem Solving/Decision Making)	
Learning Level-(100% Basic Knowledge)	
<b>Topic/Area in course</b>	<b>No. of Quest.</b>
Balance of Payments	1
Culture	3
Import/Export	5
International Institutions	3
International Marketing	2
Origins of International Business	1
Traits of a good International Manager	1
Understand Foreign Exchange	3
<b>Grand Total</b>	<b>19</b>

<b>QBA 1</b>	
Question Type-(21% Conceptual, 79% Problem Solving/Decision Making)	
Learning Level-(63% Basic Knowledge, 37% Comprehension)	
<b>Topic/Area in course</b>	<b>No. of Quest.</b>
Confidence Intervals	3
Descriptive Statistics	6
Hypothesis testing	3
Probability Distribution	3
Sampling Distribution	6
Types of Measurement Scales	3
<b>Grand Total</b>	<b>24</b>

<b>QBA 2</b>	
Question Type-(37% Conceptual, 63% Problem Solving/Decision Making)	
Learning Level-(29% Basic Knowledge, 71% Comprehension)	
<b>Topic/Area in course</b>	<b>No. of Quest.</b>
ANOVA	6
Forecasting Modeling and Decision theory	3
Hypothesis testing	3
Inferential Statistics	1
Measures of Association	4
Nonparametric Statistics	1
Regression	6
<b>Grand Total</b>	<b>24</b>

<b>Management: Principles &amp; Concepts</b>	
Question Type-(92% Conceptual, 8% Problem Solving/Decision Making)	
Learning Level-(100% Basic Knowledge)	
<b>Topic/Area in course</b>	<b>No. of Quest.</b>
Communication	2
Conflict	1
Control	1
Diversity EEO and Social Responsibility	4
Group dynamics	2
Leadership responsibility and authority	1
Management under conditions of Risk and Uncertainty	1
Organizational Development	1
Organizational Structure	2
Participation and goal ownership	1
Planning	2
Power and authority	1
Process management	1
Productivity efficiency/ effectiveness	2
Trends in management	2
<b>Grand Total</b>	<b>24</b>

<b>Principles of Operations Management</b>	
Question Type-(100% Conceptual)	
Learning Level-(91% Basic Knowledge, 9% Comprehension)	
<b>Topic/Area in course</b>	<b>No. of Quest.</b>
Aggregate Planning	3
Inventory Management	3
JIT	3
Plant Layout	3
Product Design	3
Production Systems	3
Productivity	2
Total Quality Management	3
<b>Grand Total</b>	<b>23</b>

<b>Business Policy</b>	
Question Type-(92% Conceptual, 8% Problem Solving/Decision Making)	
Learning Level-(96% Basic Knowledge, 4% Comprehension)	
<b>Topic/Area in course</b>	<b>No. of Quest.</b>
Competition	3
Creating and Crafting a Business Strategy	6
Differentiation and Competitive Advantages	3
Ethics	3
Objectives of the firm	3
Strategic Leadership	1
Vision and Strategy	5
<b>Grand Total</b>	<b>24</b>

\*Faculty utilized the following definitions while classifying core questions:

### **Cognitive Learning Levels**

- Basic Knowledge-Questions that generally require a student to demonstrate awareness of a particular concept.
- Comprehension- Questions that generally assume basic knowledge and require a student to demonstrate an understanding of a particular concept and its implications.
- Application/Critical Thinking-Questions that generally assume basic knowledge and comprehension of core business concepts and principles and require a student to apply them in either a structured or unstructured business situation. These questions may also require analysis, evaluation, and interpretation of business information.

### **Question Type**

- Conceptual- Questions that generally require a student to think logically and demonstrate their knowledge/comprehension without solving a problem or making a decision.
- Problem Solving/Decision Making- Questions that generally require a student to analyze information in order to solve a problem or make a decision.