

ASSESSMENT Report Spring 2017 – Summer 2018

Business Undergraduate: Common Outcomes

(Instructional Degree Program)

BBA

(Degree Level)

Program Mission:

The Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. The department's goal is to be the best small business department in the Southwest, preparing students to be confident, competent, ethical and responsible decision makers, managers, leaders and agents of economic and social betterment in today's changing global business environment.

Student Learning Outcome 1:

Students will perform qualitative business analysis of a company and make business decisions based on the analysis.

Traits Specifically Linked to Student Learning Outcome 1:

Mastery of content knowledge and skills, Critical and reflective thinking skills, Effective use of technology, Effective communication skills, Quantitative or Qualitative analysis, Team Work

First Means of Assessment for Outcome 1:

Marketing presentation score in MKTG 302, Principles of Marketing.

Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data:

MKTG 302 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Student s Meeting Criterion
Spring 2017	33	30	3	90.9%
Fall 2017	29	27	2	93.1%
Spring 2018	27	26	1	96.3%
Total	89	83	6	93.3%

Second Means of Assessment for Outcome 1:

Score on research project in MKTG 411, Marketing Research or BUS 411, Business Research.

Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data:

BUS 411 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Student s Meeting Criterion
Spring 2017	45	45	0	100.0%
Summer 2017	8	7	1	87.5%
Fall 2017	18	18	0	100.0%
Spring 2018	34	32	2	94.1%
Summer 2018	19	16	3	84.2%
Total	124	118	6	95.2%

Interpretation of Results for Outcome 1:

For MKTG 302, the average percentage for all three semester is 93.3%. Students meet and exceed the criterion of 75% of students score 70% or better in their presentations. Students are doing well in their presentations. Students followed the instructions and came up with creative products and/or services offerings. The instructor will keep on doing the same to increase students' creativity. For BUS 411, the average percentage of the five semester is 95.2% and all percentages over the semester are higher than the goal of 75% of students score 70% or better in their project. Compared with other semesters, the percentages in the Summer semesters are lower than others, especially in the Summer 2018 (84.2%). The main difference is that the class was asynchronous in the Summer 2018. An asynchronous course needs more active learning. The instructor did provide office hours every week but only few students attended and asked questions. In the future, the class should be kept synchronous with required meetings.

Student Learning Outcome 2:

Students will perform quantitative business analysis to make business decisions based on the analysis.

Traits Specifically Linked to Student Learning Outcome 2:

Mastery of content knowledge and skills, Critical and reflective thinking skills, Effective use of technology, Effective communication skills, Quantitative or qualitative analysis

First Means of Assessment for Outcome 2:

Exam on compound interest, future value, present value and marginal analysis in Business 200, Business Analysis Methods.

Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data:

BUS 200 (SLO2 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Student s Meeting Criterion
Spring 2017	38	29	9	76.3%

Fall 2017	45	35	10	77.8%
Spring 2018	42	33	9	78.6%
Total	125	97	28	77.6%

Second Means of Assessment for Outcome 2:

Final case study assignment requiring the application of optimization models in a spreadsheet program in MGMT 325, Operation Research and Scientific Management.

Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data:

MGMT 325 (SLO2 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	41	40	1	97.6%
Summer 2017	12	10	2	83.3%
Fall 2017	32	29	3	90.6%
Spring 2018	25	25	0	100.0%
Summer 2018	11	11	0	100.0%
Total	121	115	6	95.0%

Third Means of Assessment for Outcome 2:

Quiz on financial ratios in Finance 341, Financial Management 1.

Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data:

FIN 341 (SLO2 MOA3) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	40	35	5	87.5%
Summer 2017	18	16	2	88.9%
Fall 2017	36	24	12	66.7%
Spring 2018	40	32	8	80.0%
Summer 2018	8	8	0	100.0%
Total	142	115	27	81.0%

Interpretation of Results for Outcome 2:

For BUS 200, the average percentage is 77.6%. Although the first means of assessment in BUS200 met the criteria, there is a room of more than 20% to improve. Therefore, additional formative assessments and spreadsheet assignments will be added to insure the students master the quantitative analysis. For MGMT 325, the average percentage for the five semesters was 95%. The lowest one is in Summer 2017 due to small class size. Actually there

are only 2 students missing criterion, which results in more 10% change. The case studies in MGMT 325 will incorporate additional decision making techniques in the case requirements to strengthen the level of mastery. For FIN341, the overall percentage is 81%, which is above the goal of 75%. However, in Fall 2017, the percentage (66.7%) is significant lower than other semester. The instructor will spend more time on finding out what is the difficulty of students in learning financial ratios and on introducing the ratios to real-world situations, which can increase students' leaning interests.

Student Learning Outcome 3:

Business students will work in teams to strategically address business and management issues in a simulation game.

Traits Specifically Linked to Student Learning Outcome 3

Mastery of content knowledge and skills, Critical and reflective thinking skills, Effective use of technology, Effective communication skills, Teamwork, Quantitative or qualitative analysis

First Means of Assessment for Outcome 3:

Final score on the Business Strategy Simulation in MGMT 489, Strategic Management.
 Criterion Measure: 70% of students will achieve a strategy game year-to-date score in final year that is equivalent to 70% or better of the worldwide average year-to-date score = meets the outcome.

Summary of Data:

MGMT 489 (SLO3 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	41	30	11	73.2%
Fall 2017	39	37	2	94.9%
Spring 2018	33	19	14	57.6%
Total	113	76	27	67.3%

Second Means of Assessment for Outcome 3:

Group presentation score in MGMT 489, Strategic Management.
 Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data:

MGMT 489 (SLO3 MOA2) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	41	28	13	68.3%
Fall 2017	39	33	6	84.6%

Spring 2018	33	29	4	87.9%
Total	113	90	23	79.6%

Interpretation of Results for Outcome 3:

In MGMT 489 final score on the Business Strategy Simulation, the students overall performed well on the online simulation in 2017, although in the spring of 2018 the percentage dropped to 57.6%. In analyzing this drop, we found that the last semester, we activated the online comprehensive exam with in the business strategy simulation. In deeper analysis, we found that the few students missing the 70% threshold did by 1) scoring low, 2) missing the exam, or 3) experiencing some technical malfunction with the website (on the 40 question timed exam). The overall score is 67.3% only 2.7% from the criterion (75%), which to us is a good indication of more rigor being introduced to the capstone class. The final initiative is to provide the students with the comprehensive exam early in the semester and then allow them to take it for a 20% portion of their grade. In MGMT 489 group presentation, we have seen a positive increase from 68.3% below the 70% criterion to 87.9% for an average of 79.6% on our students' group presentation. We attribute the positive impact due to our effort and training in group development. We know develop groups of at least one business student from each business functional area (Marketing, Management, Accounting, Finance or International Business) and regional location (to meet in person) when possible.

Revised spring 2017 - mvr