

ASSESSMENT REPORT Spring 2017 – Summer 2018

BBA Management Concentration
(Instructional Degree Program)

Undergraduate
(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 analyze ethical issues and recommend appropriate courses of action.

Traits Specifically Linked to Student Learning Outcome 1

Mastery of Content Knowledge and Skills, Communication Skills, Critical and Reflective Thinking Skills, Effective Use of Technology, Qualitative or Quantitative Analysis, Teamwork

First Means of Assessment for Outcome 1:

Ethics paper in MGMT 386, Human Resources Management.

Criterion measure: 75% of students will score 70% or better = criterion measure met.

Summary of Data:

MGMT 386 (SLO1 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	27	26	1	96.30%
Fall 2017	13	12	1	92.31%
Spring 2018	25	20	5	80.00%
Total	65	58	7	89.23%

Second Means of Assessment for Outcome 1:

Homework assignment on ethical issues and recommended courses of action in MGMT 453, Organizational Leadership

Criterion measure: 75% of students will score 70% or better = criterion measure met.

Summary of Data:

MGMT 453 (SLO1 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	22	22	0	100.00%

Fall 2017	21	21	0	100.00%
Spring 2018	17	17	0	100.00%
Total	60	60	0	100.00%

Interpretation of Results for Outcome 1:

For MGMT 386, students' average percentage is 89.23% meeting the criterion of 75% or better. The instructor can continue to focus on recent ethical dilemmas so that students can relate and understand the critical need to make the right choices in their decisions. In addition, the instructor requires that the student send final draft papers to the online tutor prior to submitting to the instructor for a grade. This will enable the student to improve their writing skills and allows the instructor to focus on the content of the student's document. For MGMT 453, student's average percentage for all three semester is 100%. Students meet and exceed the criterion of 75% of students score 70% or better in assignments on ethical issues. This can be attributed to the increased number of ethical cases we discussed during the semester. Students are doing a good job in analyzing ethical dilemmas, identifying stakeholders, and suggesting appropriate course of action. The instructor will continue reinforcing ethics in the course with cases, discussions, and a paper. We may consider increasing the criterion measure, from 75% of students will score 70% or better to meet the criterion, to 80% of the students will score 75% or better to meet the criterion.

Student Learning Outcome 2:

Students will explain different theories and practices that organizations use to achieve their goals and motivate employees.

Traits Specifically Linked to Student Learning Outcome 2

Mastery of Content Knowledge and Skills, Effective Communication Skills, Critical and Reflective Thinking Skills, Effective Use of Technology, Qualitative or Quantitative Analysis, Teamwork

First Means of Assessment for Outcome 2:

Exam on how firms use compensation, benefits and other incentives to motivate employees in MGMT 386, Human Resources Management.

Criterion measure: 75% of students will score 70% or better = criterion measure met.

Summary of Data:

MGMT 386 (SLO2 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	27	24	3	88.89%
Fall 2017	13	12	1	92.31%
Spring 2018	25	23	2	92.00%
Total	65	59	6	90.77%

Second Means of Assessment for Outcome 2:

Score on leadership paper using a four-frame model in MGMT 453, Organizational Leadership.

Criterion measure: 75% of students will score 70% or better = criterion measure met.

Summary of Data:

MGMT 453 (SLO2 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	24	24	0	100.00%
Fall 2017	21	21	0	100.00%
Spring 2018	17	17	0	100.00%
Total	62	62	0	100.00%

Interpretation of Results for Outcome 2:

For MGMT 386, students' average percentage is 90.77% (from 88.89% to 92%) meeting the criterion of 75% or better. The instructor can continue to emphasize the need to understand total compensation to include tangible and nontangible incentives provided to employees by the employer. In addition, the instructor continues to use TED talks to help students understand various theories on employee motivation. For MGMT 453, students' average percentage for all three semester is 100%. Students meet and exceed the criterion of 75% of students score 70% or better in assignments on the four-frame model. This can be attributed to the format used in the course. The instructor uses the textbook by Bolman and Deal: Reframing Organizations, which looks at organizations from four different frames: structural, human resources, political, and symbolic. Management and leadership problems are assessed through the four-frame model. Students gain a good understanding of the four-frame model, then submit a paper on a particular leader. Students assess the leader through the four-frame model, work ethic, motivation, and leadership. Students do an excellent job with the assignment. We may consider increasing the criterion measure, from 75% of students will score 70% or better to meet the criterion, to 80% of the students will score 75% or better to meet the criterion.

Student Learning Outcome 3:

Students will explain how entrepreneurs and businesses innovate, plan and execute projects.

Traits Specifically Linked to Student Learning Outcome 3

Mastery of Content Knowledge and Skills, Effective Communication Skills, Critical and Reflective Thinking Skills, Effective Use of Technology, Qualitative or Quantitative Analysis, Teamwork

First Means of Assessment for Outcome 3:

Score on project management life cycle and tactical project plan in MIS 480, Project Management.

Criterion measure: 75% of students will score 70% or better = criterion measure met.

Summary of Data:

MIS 480 (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	26	26	0	100.00%
Fall 2017	14	13	1	92.86%
Spring 2018	19	19	0	100.00%
Total	59	58	1	98.31%

Second Means of Assessment for Outcome 3:

Score on reaction paper in which students will analyze an entrepreneurial case study in business and technology current events in MGMT 431, Entrepreneurial Forum.

Criterion measure: 75% of students will score 70% or better = criterion measure met.

Summary of Data:

MGMT 431 (SLO3 MOA2) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2017	27	27	0	100.00%
Spring 2018	16	16	0	100.00%
Total	43	43	0	100.00%

Interpretation of Results for Outcome 3:

For both MIS 480 and MGMT 431, students were able to associate materials presented in the text to current real-world business (project management and/or entrepreneurial) situations. During class discussions students in MIS 480 were able to relate academic concepts in project management to things that have occurred in their own work environments. For MGMT 431 students had the opportunity to use real-life business case studies to not only better understand academic concepts presented in the class but also apply them to real projects. In both classes, the technique of presenting class concepts in a context that is relatable to students led to a deeper understanding of the concepts presented. This accounted for the assessment scores in Outcome 3 to be 100% for MGMT 431 and 92.86% for MIS 480.