

**ASSESSMENT Report
Fall 2018 – Summer 2019**

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, Teamwork

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 Students Meeting Criterion
Fall 2018	26	26	0	100.0%
Spring 2019	23	19	3	82.6%
Summer 2019	11	7	4	63.6%
Total	60	52	7	86.7%

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 Students Meeting Criterion
Fall 2018	31	24	7	77.4%
Spring 2019	27	22	5	81.5%
Summer 2019	15	13	2	86.7%
Total	73	59	14	80.8%

Interpretation of Results for Outcome 1:

For MKTG 302, the average percentage for all three semesters is 86.7%. Except Summer 2019 (taught by a new instructor), students met and exceeded the criterion of 75% of students score 70% or better in their presentations. Students were doing well in their presentations. Students came up with creative products and/or services offerings.

The student learning outcome for the BUS 411 (BUS 4110) course is a research project paper. Students must incorporate everything learned in the course in terms of the research process. Students must address a management dilemma (clarify the research question), implement a research design (data collection design, sampling design, and instrument design), and describe how they would analyze and present the information if collected. In Fall 2018, 7 of 31 students did not meet the criterion. However, 24 students, 77.4% met the criterion. Students who did not meet the criterion, did not address all the project requirements. As a class went over examples and instructions several times during the semester. However, some students failed to comply with the requirements. In order to improve students' outcome, it is imperative to continue with hands on activities during the semester.

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 Students Meeting Criterion
Fall 2018	52	41	11	78.8%

Spring 2019	34	29	5	85.3%
Total	86	70	16	81.4%

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
Fall 2018	24	21	3	87.5%
Spring 2019	43	40	3	93.0%
Summer 2019	15	11	4	73.3%
Total	82	72	10	87.8%

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
Fall 2018	32	23	9	71.9%
Spring 2019	29	15	14	51.7%
Summer 2019	9	7	2	77.8%
Total	70	45	25	64.3%

Interpretation of Results for Outcome 2:

When evaluating student performance in the use of quantitative business analysis to make business decisions, we take three different points in the student's progress through the common core curriculum. The first assessment for Outcome 2 would be a student's first encounter with business analysis. The other two are in the student's final semesters in the common core. Therefore, the requirements are more stringent in the last two.

In reviewing the outcomes data for the BUS200, most students understood the concepts (81%) and were able to apply the concepts both through calculator calculations and the use of spreadsheet software. Since the concepts will be used in two other courses, future instruction will reinforce these concepts throughout the course to keep and increase the learning outcome results.

In reviewing the outcomes data for the second means of assessment for Outcome 2 in MGMT 325, a majority of the students (87%) were able to prepare an evaluation of a company's

performance through the use of business analysis methods using spreadsheet software. However, during the summer session only 73% of the students met the 70%. This may be due to the shorter 8-week session versus the 16-week session. Perhaps this class should not be offered in the summer or the instruction in analysis increased.

In analyzing the data for the Third Means of Assessment for Outcome 2 in FIN 341 of quantitative business analysis to help make decisions based on the analysis. Financial ratios were introduced into the course using both MS Word and Excel software for the fall 2018 and spring 2019 semesters. Fall 2018 had 71.90% meet the criteria and in Spring 2019 51.70% met the criteria. There is room for improvement in the calculation and interpretation of the ratios. More time will be spent on this subject as well as utilizing the Value Line database that calculates some of the ratios or variables can be utilized to calculate other ratios. Interpretation of a couple of real company's ratios will be drawn from the Value Line database. Time will be set aside showing how students can access the Value Line database on their own. Emphasis on students to replay the pre-recorded Zoom Video Clips of Dr. Tucker going over the ratio's calculations and interpretations as well as the class Zoom recordings on the same subject will be highly encouraged.

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
Fall 2018	41	34	7	82.9%
Spring 2019	40	40	0	100.0%
Total	81	74	7	91.4%

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
Fall 2018	41	41	0	100.0%
Spring 2019	40	40	0	100.0%
Total	81	81	0	100.0%

Interpretation of Results for Outcome 3:

In MGMT 489 final score on the Business Strategy Simulation, the students overall (91.4%) performed much better than last year (67.3%). The online comprehensive exam in the business strategy simulation is well known by students. 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 79.6% last year to 100% this year on our students' group presentation. We attribute the positive impact due to our effort and training in group development.