

**ASSESSMENT REPORT**  
**Fall 2018 – Summer 2019**

**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
Fall 2018	19	17	2	89.5%
Spring 2019	20	19	1	95.0%
<b>Total</b>	<b>39</b>	<b>36</b>	<b>3</b>	<b>92.3%</b>

**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
Fall 2018	17	17	0	100.0%
Spring 2019	14	14	0	100.0%

Total	31	31	0	100.00%
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### **Interpretation of Results for Outcome 1:**

The student learning outcome 1, for MGMT 386 (MGMT 3860) is to write a 5-page paper related to ethics to include providing the student's understanding of professional standards of practice as well as ethical practices. Students must use the online tutor option to obtain feedback on their draft paper prior to final submission. Students met the criterion at 89.5% in 2018 and 95% in 2019. In order to continue to meet the standards, students will continue working on in-class assignments and discussions related to the importance of ethics.

The data for learning outcome 1 show that students were meeting the 70% threshold for meeting the criterion. NMHU students in the Spring of 2019 may have been challenged by a large number of very good Northern New Mexico College students who were sharing the class and providing excellent ideas during class discussion.

The student learning outcome 1, for MGMT 453 (MGMT 4530) is to assess ethical issues and make recommendations. Students work on several ethical dilemmas in the classroom during the semester. Then students are asked to write a paper on an assigned ethical case. Expectations are clearly stated. Students have met the criterion at 100 % the last two semesters, fall 2018 and spring 2019. In order to continue to meet the standards, students will continue working on in-class assignments and discussions on the topic.

### **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
Fall 2018	19	16	3	84.2%
Spring 2019	20	19	1	95.0%
Total	39	35	4	89.7%

### **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
Fall 2018	17	17	0	100.0%
Spring 2019	15	15	0	100.0%
Total	32	32	0	100.00%

### Interpretation of Results for Outcome 2:

The student learning outcome 2, for MGMT 386 (MGMT 3860) is take an online exam that focuses on the chapter related to compensation. The instructor continues to emphasize the need to understand the total compensation package to include tangible and nontangible incentives provided to employees by the employer. In addition, the instructor continues to use various means of media (TED Talks, etc.) to help students understand various theories on employee motivation. Students met the criterion at 84.2% in 2018 and 95% in 2019.

The data for learning outcome 2 show a good jump in the number of students meeting the 70% criterion over fall semester 2018. This number could be the result of 14 NNMC students who shared the class with the 20 NMHU students and challenged the NMHU students to work to their potential.

The student learning outcome 2, for MGMT 453 (MGMT 4530) is to write a paper on a business leader and reflect on the chosen leader's life, work ethic, and accomplishments. Understand and explain the chosen leader's structural, human resources, political, and symbolic approach. Throughout the semester, we discuss the 4-frame model as it relates to organizations, so when students draft their final paper they are prepared. Students have met the criterion at 100 % the last two semesters, fall 2018 and spring 2019. In order to continue to meet the standards, students will continue working on in-class assignments and discussions posts that address the 4-frame model: structural, human resources, political, and symbolic.

### 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
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Fall 2018	9	9	0	100.0%
Spring 2019	15	12	3	80.0%
Summer 2019	15	15	0	100.0%
Total	39	36	3	92.3%

### 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 2018	29	22	7	75.9%
Spring 2019	34	32	2	94.1%
Total	63	54	9	85.7%

### Interpretation of Results for Outcome 3:

The student learning outcome 1 for MIS 480 is for students to have a demonstrated understanding of the project management life cycle and associated practical project management plans. Since students study each element of the project management life cycle in depth (and apply that understanding to 'real world' case studies), there is a high percentage of students who meet the criterion. For the purpose of continuous improvement, we will add more complex project management case studies in an effort to further challenge students.

The student learning outcome 3 for MGMT 431 is for students to author a paper which takes an in depth look at an entrepreneurial venture occurring in current events. This assignment can be challenging due to the fact that because the topic of the paper is related to a current event, that event is usually changing and evolving in real time. This may attribute to 85.7% of students meeting the criterion. For the future, the topic of the reaction paper may be a recent business event instead of a current event. This may help to raise the percentage of students meeting the criterion.