

**Assessment Report  
Fall 2019 – Spring 2020**

**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 2110 Principles of Marketing.

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

**Summary of Data:**

MKTG 2110 (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 2019	35	35	0	100.0%
Spring 2020	19	19	0	100.0%
Total	54	54	0	100.0%

**Second Means of Assessment for Outcome 1:**

Score on research project in BUS 4110 Business Research.

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

**Summary of Data:**

BUS 4110 (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 2019	34	33	1	97.1%
Spring 2020	22	20	2	90.9%
Total	56	53	3	94.6%

**Interpretation of Results for Outcome 1:**

For MKTG 2110, results were missing for Fall 2019. An adjunct faculty taught the class and did not assign a presentation. Moving forward, the dean will ensure that adjunct instructors are aware of assessment needs and required data is collected at the end of the semester.

In the spring of 2020, all students met and exceeded the criterion of 75% of students scoring 70% or better in their presentations. During the course of the semester, students learned about the marketing mix (product, price, place, and promotion) and the implications of a global marketing strategy on products and services. For this assignment, the task was to select a country where students would be interested in selling a product (good or service) and develop a marketing strategy. Students came up with creative products and/or services offerings. Students prepared individual presentations.

The student learning outcome for BUSA 4110 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. For this assignment students assessed the marketing strategy of an event in an assigned city in New Mexico.

For fall 2019, 1 of 34 students did not meet the criterion. For spring 2020, 2 of 22 students did not meet the criterion. Students who failed to meet the criterion scored less than 70% on their assignment and did not address all the project requirements. A guest librarian was invited early in the semester to provide instruction on library resources. As a class we 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:**

Quiz on financial ratios in BFIN 2110 Introduction to Finance.  
 Criterion measure: 75% of students will score 70% or better = meets the outcome.

**Summary of Data:**

BFIN 2110 (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 2019	23	20	3	87.0%
Spring 2020	29	11	18	37.9%
Total	52	31	21	59.6%

### **Second Means of Assessment for Outcome 2:**

Exam on compound interest, future value, present value, and marginal analysis in BMIS 3760 Integrated Business Applications.

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

### **Summary of Data:**

BMIS 3760 (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 2019	21	20	1	95.2%
Spring 2020	51	45	6	88.2%
Total	72	65	7	90.3%

### **Third Means of Assessment for Outcome 2:**

Final case study assignment requiring the application of optimization models in a spreadsheet program in MGMT 3250 Operation Research and Scientific Management.

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

### **Summary of Data:**

MGMT 3250 (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 2019	28	24	4	85.7%
Spring 2020	22	20	2	90.9%
Total	50	44	6	88.0%

### **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 BFIN 2110, 87.0% of the students met the criteria on Financial Ratios for the fall 2019 semester. 37.90% of the students met the criteria on Financial Ratios for

the spring 2020 semester. The instructor will spend more time on the subject of Financial Ratios for the class to try and raise student scores. A couple of individual Zoom recordings of the instructor for BFIN 2110 covering the topic of Financial Ratios to supplement the material will be integrated to give more time to the subject matter.

In reviewing the outcomes data for BMIS 3760, most students understood the concepts (90%) and were able to apply the concepts through the use of spreadsheet software. Since the concepts are used in other courses, future instruction will reinforce these concepts throughout the course to increase the learning outcome results.

In reviewing the outcomes data for the third means of assessment for Outcome 2 in MGMT 3250, a majority of the students (88%) were able to prepare an evaluation of a company's performance through the use of business analysis methods using spreadsheets. The instructor will identify what measures can be taken to improve the student performance as well as what resources can be made available to students.

**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
- Quantitative or qualitative analysis
- Teamwork

**First Means of Assessment for Outcome 3:**

Final score on the Business Strategy Simulation in MGMT 4890 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 4890 (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 2019	30	28	2	93.3%
Spring 2020	33	28	5	84.8%
Total	63	56	7	88.9%

**Second Means of Assessment for Outcome 3:**

Group presentation score in MGMT 4890 Strategic Management.  
 Criterion measure: 75% of students will score 70% or better = meets the outcome.

**Summary of Data:**

MGMT 4890 (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 2019	30	28	2	93.3%
Spring 2020	33	33	0	100.0%
Total	63	61	2	96.8%

**Interpretation of Results for Outcome 3:**

Regarding final score on the Business Strategy Simulation in MGMT 4890, 28 of 33 students met the criterion, 84.84%. The students who did not get a score over 70% did not spend enough time in the game. Going forward to address the situation, the faculty member will spend more time with each individual team and students who are not meeting the benchmarks.

Regarding the second means of assessment for outcome 3, 28 out of the 30 met the criterion for fall 2019. For Spring 2020, all the students met the criterion. The instructor will continue to prepare students for the presentations, teaching them important communication skills.