

Assessment Report Fall 2019 – Spring 2020

BBA – Management
(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
Effective Communication Skills
Critical and Reflective Thinking Skills
Effective Use of Technology
Quantitative or Qualitative Analysis
Teamwork

First Means of Assessment for Outcome 1:

Ethics paper in MGMT 3860 Human Resources Management.

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

Summary of Data:

MGMT 3860 (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	18	18	0	100.0%
Spring 2020	9	9	0	100.0%
Total	27	27	0	100.0%

Second Means of Assessment for Outcome 1:

Homework assignment on ethical issues and recommended courses of action in MGMT 4530 Organizational Leadership.

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

Summary of Data:

MGMT 4530 (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	22	21	1	95.5%
Spring 2020	19	19	0	100.0%
Total	41	40	1	97.6%

Interpretation of Results for Outcome 1:

In MGMT 3860 Human Resource Management, students tackled ethical issues by discussing and writing about an ethical issue that human resource managers need to deal with. Of the 27 students enrolled in Fall 2019 and Spring 2020, 100% met the criterion. In order to continue meeting the standards students will need to continue extensive work on and discussion of ethics as it pertains to human resource management.

In MGMT 4530 Organizational Leadership, students 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. In the fall of 2019, 21 of 22 students met the criterion. In the spring of 2020, all students met the criterion. In order to continue meeting the standards, students will continue working on in-class assignments and discussions on ethical dilemmas.

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
- Quantitative or Qualitative Analysis
- Teamwork

First Means of Assessment for Outcome 2:

Exam on how firms use compensation, benefits and other incentives to motivate employees in MGMT 3860 Human Resources Management.

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

Summary of Data:

MGMT 3860 (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	18	18	0	100.0%
Spring 2020	9	9	0	100.0%
Total	27	27	0	100.0%

Second Means of Assessment for Outcome 2:

Score on leadership paper using a four-frame model in MGMT 4530 Organizational Leadership.

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

Summary of Data:

MGMT 4530 (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	22	22	0	100.0%
Spring 2020	20	20	0	100.0%
Total	42	42	0	100.0%

Interpretation of Results for Outcome 2:

In MGMT 3860 Human Resource Management, students discuss how compensation and benefits can be used to motivate employees and then provide written work to see if the discussion led to understanding the topic. Students in both the Fall of 2019 and the Spring of 2020 met the criterion. In the future, students will need to continue in-depth discussion of the topic.

In MGMT 4530 Organizational Leadership, students are asked to write a paper on a business leader reflecting on the chosen leader's life, work ethic, and accomplishments. Students must understand and explain the chosen leader's structural, human resources, political, and symbolic approach. Throughout the semester, we discuss a 4-frame model as it relates to organizations, so that when students draft their final paper, they are prepared. Students have met the criterion at 100% in the last two semesters, fall 2019 and spring 2020. In order to continue meeting 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
 Quantitative or Qualitative Analysis
 Teamwork

First Means of Assessment for Outcome 3:

Score on project management life cycle and tactical project plan in BMIS 4800 Project Management.

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

Summary of Data:

BMIS 4800 (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	26	26	0	100.0%

Spring 2020	23	22	1	95.7%
Total	49	48	1	98.0%

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 4310 Entrepreneurial Forum.

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

Summary of Data:

MGMT 4310 (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	28	26	2	92.9%
Spring 2020	28	26	2	92.9%
Total	56	52	4	92.9%

Interpretation of Results for Outcome 3:

Regarding the first means of assessment, all the students met the criterion in Fall 2019 and 1 out of 23 did not meet the criterion in Spring 2020. The student who did not meet the criterion did not follow the instructions. Moving forward, the instructor will stress that students should follow the instructions closely.

The examination of ‘real-world’ case studies is critical to the understanding of entrepreneurship. The ability to think about and discuss successes and failures in entrepreneurship helps to sharpen student creativity and craft their business acumen. Students scored an average of 92.9% in this means of assessment for the Fall 2019/Spring 2020 academic year. Thus, we will continue to monitor this assessment.