

**Assessment Report
Fall 2020 – Spring 2021**

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 2020	30	N/A	N/A	N/A
Spring 2021	23	N/A	N/A	N/A
Total	53	N/A	N/A	N/A

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
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Fall 2020	34	34	0	100.0%
Spring 2021	16	16	0	100.0%
Total	50	50	0	100.0%

Interpretation of Results for Outcome 1:

For MKTG 2110, results were missing for Fall 2020 and Spring 2021. 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.

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 branding strategy of an assigned company. The assigned companies were going through rebranding of products as a response to the Black Lives Matter Movement. Students had to conduct research on branding and rebranding, branding strategies, and the product(s) going through rebranding. This assignment was a real-world experience that students might be presented with during their business career.

For fall 2020 and spring 2021, all students meet the criterion. As a class, we went over examples and instructions several times during the semester. The students were presented with the assignment early in the semester, so that they could work on the assignment and have plenty of opportunities to ask questions and exchange ideas. A guest librarian was invited to share resources and instructions on library research. Real-world experiences get students involved in assignments. In order to continue with improved students' outcome, it is imperative to continue with hands on activities during the semester and provide support and additional resources.

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
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Fall 2020	31	21	10	67.7%
Spring 2021	32	31	1	96.9%
Total	63	52	11	82.5%

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 2020	38	35	3	92.1%
Spring 2021	39	36	3	92.3%
Total	77	71	6	92.2%

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 2020	8	7	1	87.5%
Spring 2021	24	22	2	91.7%
Total	32	29	3	90.6%

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, 67.7% of the students met the criteria on financial ratios for the fall 2020 semester and 96.9% of the students met the criteria on financial ratios for the spring 2021 semester. The results were mixed, with some high % years and some low % years of students meeting the criteria on financial ratios. The instructor of record will spend more time on the subject of financial ratios for the course to try and raise student scores and outcomes. Two individual Zoom recordings of Dr. Tucker going over the financial ratios will be posted to the Brightspace/Desire 2 Learn web page to supplement the course content. Students can work on

financial ratios early through playing back the two individual Zoom recordings, before the material is introduced in normal class sessions.

In reviewing the outcomes data for BMIS 3760, most students understood the concepts (92%) 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, most students (91%) were able to prepare an evaluation of a company's performance through the use of business analysis methods using spreadsheets. The instructor will continue to offer the support students need to understand these important concepts and be successful in this class.

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 2020	23	19	4	82.6%
Spring 2021	21	21	0	100.0%
Total	44	40	4	90.9%

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 2020	23	N/A	N/A	N/A
Spring 2021	21	N/A	N/A	N/A
Total	44	N/A	N/A	N/A

Interpretation of Results for Outcome 3:

Regarding final score on the Business Strategy Simulation in MGMT 4890, for fall 2020 and spring 2021, 40 of 44 students met the criterion. 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.

The results for the formal presentation were missing for Fall 2020 and Spring 2021. The instructor chose not to have formal presentations for the game, but rather to have overall class presentations each week on the progress of the game. Going forward, the instructor might choose to do the formal presentation during the last week of class.