

**Assessment Report
Fall 2020 – Spring 2021**

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 2020	25	25	0	100.0%
Spring 2021	13	13	0	100.0%
Total	38	38	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
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Fall 2020	12	11	1	91.66%
Spring 2021	14	13	1	92.85%
Total	26	24	2	92.30%

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 38 students enrolled in Fall 2020 and Spring 2021, 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.

During the semester, students enrolled in MGMT 4530 Organizational Leadership course review various management and ethical dilemmas. Mid semester students are asked to write a paper on an assigned ethical case. Expectations are clearly stated. In the fall of 2020, 11 of 12 students assessed met the criterion while 13 of 14 students met the criterion in the spring of 2021. 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 2020	25	25	0	100.0%
Spring 2021	13	11	2	84.6%
Total	38	36	2	94.7%

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 2020	12	11	1	91.6%
Spring 2021	14	14	0	100.0%
Total	26	25	1	96.2%

Interpretation of Results for Outcome 2:

In MGMT 3860 Human Resources 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. Of the 38 students enrolled in Fall 2020 and Spring 2021, 94.7% met the criterion. Spring 2021 brought this number down with only 84.6% meeting the criterion while 100% of Fall 2020 students 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. In the fall of 2020, 11 of 12 students met the criterion, while all 14 students assessed met the criterion in the spring of 2021. To continue meeting the standards, students will continue working on in-class assignments and discussion 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 2020	14	13	1	92.9%
Spring 2021	24	21	3	87.5%
Total	38	34	4	89.5%

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 2020	15	13	2	86.7%
Spring 2021	23	20	3	87.0%
Total	38	33	5	86.8%

Interpretation of Results for Outcome 3:

A detailed understanding of the phases of a project life cycle is critical for successful project management. Furthermore, a successful project manager must factor in the roles of stakeholders, contributors, budget, and timeline into the project life cycle. Students scored an average of 89.5% during the Fall 2020/Spring 2021 academic year on this means of assessment. Thus, given the importance of this topic in project management, the instructor will continue monitoring this assessment.

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 86.8% in this means of assessment for the Fall 2020/Spring 2021 academic year. Thus, the instructor will continue to monitor this assessment.