

**Academic Affairs Assessment of Student Learning**

**Report for Academic Year 2020 – 2021**

Department/**Program**: Business Administration

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1. **Which learning outcomes did you measure this past year?** [Please indicate whether any of these measures were conducted as follow-up to a previous year’s issues or in response to Program Review. Be specific.]

All five Bachelor of Science in Program Learning Outcomes (PLOs) were assessed during the fall 2020 and spring 2021 semesters based on a Business Administration Program (Program) approved Curriculum Assessment Map. See item 2 below for a copy of the Curriculum Assessment Map. The departmental assessment coordinator compiled PLO assessment data from faculty who administered assessment within sections of courses identified with an “X” in the Curriculum Assessment Map. *Please note that some courses are only offered once per academic year.*

In addition to an overall assessment of the Program, two additional assessment measures are utilized: (1) Educational Testing Services (ETS) Major Field Test (MFT) and (2) Program Graduate Exit Surveys. During the fall 2020 semester, data sets related to the ETS MFT and graduate exist surveys were not collected due to the COVID-19 pandemic disrupting University constituents at global level. Data collection for the referenced items resumed during the spring 2021 semester.

It should be noted that the Program periodically reviews assessment data to determine if any refinements to assessment approaches are necessary. International accreditation from the Accreditation Council for Business Schools and Programs (ACBSP) requires that the Program perform assessment processes, including review of PLO assessment data and refinement of the PLO assessment processes with the intent of enhancing and improving material mastery by students, which is termed “closing the loop”.

The Program has had its current assessment processes in place for several years and has found that periodic reviews of PLO assessment data cultivates dialogue and focuses faculty efforts on refinement of existing processes as well as future assessment approaches with respect to assessment activities on a course by course and Program-wide basis with the intent of closing the loop.

1. **In which course(s) were assessments conducted?**

Certain courses in the Program curriculum are offered in a periodic fashion (i.e., spring semester only, fall semester only, less frequently). With the above in mind, the departmental assessment coordinator requested PLO assessment data from faculty assigned for all sections of courses identified with an “X” in the Curriculum Assessment Map that were taught during the timeframe of this report.

**CURRICULUM ASSESSMENT MAP**



In addition to an overall assessment of the Program, two additional assessment measures are utilized: (1) Educational Testing Services (ETS) Major Field Test (MFT) and (2) Program Graduate Exit Surveys.

The ETS MFT was administered during the spring 2021 semester as part of the Program capstone course, BA 420 Senior Business Seminar. The ETS MFT was not administered during the fall 2020 semester as the Program paused collection of assessment data and processes due to the COVID-19 pandemic disrupting University constituents at a global level. Results from the ETS MFT are analyzed by total scores obtained by students taking the exam at our institution. Trends from semester to semester as well as comparative analysis with scores from other institutions who administer the test are analyzed. This information is used to discuss opportunities for improvement in the overall Program and Bachelor of Science degree (Degree) concentrations.

A Graduate Exit Survey was administered in the spring 2021 semester to students who were enrolled in the Program level capstone course, BA 420 Senior Business Seminar.

1. **How did you assess the selected program learning outcomes?** (i.e., what did you assess –group project, skills demonstration, presentation, performance, debate, lab experiment, online discussion, etc. *and*- what tool (measure) did you use - rubric, nationally or state-normed exam, item analysis, pre-posttest design, skills inventory, survey, etc.)

**Assessment Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| Number | Program Learning Outcome | Where Measured | Assessment Activity |
| 1 | Communicate effectively and articulately in written, oral, and electronic form as appropriate for business functions. | BA 115 | Article Analysis - Understanding Economics and How It Affects  Business |
|  |  | BA 216 | Project requiring analysis of data to determine appropriate use culminating in preparation of financial statements/documents presented in good form |
|  |  | BA 301 | Writing Sample |
|  |  | BA 305 | Writing Sample |
|  |  | BA 313 | Problem based case |
|  |  | BA 420 | Stockholders’ Debrief Report and Presentation (CapSim Simulation) |
| 2 | Think critically about business issues, theory, and application. | BA 115 | Personal SWOT Analysis |
|  |  | BA 301 | Written analysis |
|  |  | BA 420 | Written case analysis |
| 3 | Use effective human relationship skills to work in the global community and function positively in a team. | BA 115 | Group presentation - Building Customer and Stakeholder Relationships: Helping Buyers buy |
|  |  | BA 420 | Stockholders’ Debrief Report and Presentation (CapSim Simulation)—Evaluation of teaming |
| 4 | Apply critical thinking skills to identify what information is needed and how to obtain this information through appropriate technology, evaluating the quality and relevance of the sources, and using the information effectively and ethically. | BA 115 | Group presentation - Demanding Ethical and Socially Responsible Behavior |
|  |  | BA 313 | Problem based case |
|  |  | BA 420 | Written case analysis |
| 5 | Evaluate business problems, gather, manipulate, and interpret data, analyze alternatives, decide on most effective solution, implement solution, and monitor results for continuous improvement. | BA 115 | Article Analysis – Doing Business In Global Markets & Using Technology to Manage Information |
|  |  | BA 216 | Project requiring analysis of data to determine appropriate use culminating in preparation of financial statements/documents presented in good form |
|  |  | BA 313 | Problem based case |
|  |  | BA 420 | Written case analysis |
|  |  |  |  |
| 1ACC | Communicate financial information effectively and articulately in written, oral, and electronic form as appropriate for the accounting function. | BA 403 | Audit Project—communicate findings of audit project. |
| 5ACC | Evaluate financial information as to its adherence to appropriate professional standards and/or internal accounting requirements. | BA 403 | Audit Project—evaluate a complete set of financial statements |
| 4FIN | Apply critical thinking skills to identify what information is needed and how to obtain this information through appropriate technology, evaluating the quality and relevance of the sources, and using the information effectively and ethically. Through case analysis in Finance, students should develop analytic insights with recommendations by having a point of view about the problem, a recommendation, and an analysis to back both of them up. | BA 421 | Written case analysis involving financial analysis of a company’s annual report, including a comparative analysis of a competitor. The analysis will include breakeven and ratio analyses, forecasting, cost of capital, and investment and capital budget analyses. |
| 5FIN | Apply critical thinking skills to demonstrate knowledge of financial management to evaluate, integrate, critique, and identify problems and where appropriate propose solutions. | BA 421 | Written case analysis involving financial analysis of a company’s annual report, including a comparative analysis of a competitor. The analysis will include breakeven and ratio analyses, forecasting, cost of capital, and investment and capital budget analyses. |
| 4MGT | Apply critical thinking skills to identify what information is needed and how to obtain this information through appropriate technology, evaluating the quality and relevance of the sources, and using the information effectively and ethically as it pertains to an integration of quantitative and qualitative data. | BA 440 | Written case analysis—scheduling problem. Investigate, compile data, and create an effective schedule. |
| 5 MGT | Evaluate business problems, gather, manipulate, and interpret data, analyze alternatives, decide on most effective solution, implement solution, and monitor results for continuous improvement as it pertains to the integration of quantitative and qualitative data. | BA 440 | Written case analysis—scheduling problem. Create and evaluate multiple solutions to a single problem |
| 1MKTG | In a collaborative task setting, create and present a marketing plan that reflects familiarity with conditions in the relevant macro and industry environments, knowledge of current best marketing practices, and proficiency in written and oral communication. | BA 424 | Oral presentation and written analysis of a principal semester project |
| 2MKTG | Critically examine selected social science and human-communication theories in the context of their application to marketing actions and consumer response. | BA 424 | Written case analysis/embedded test questions |
| 4MIS | Apply critical thinking skills to identify what information is needed and how to obtain this information through appropriate technology, evaluating the quality and relevance of the sources, and using the information effectively and ethically as it relates to a career in Management Information Systems | BA 480 | Project based assignment |

Additionally, please note that the Educational Testing Service (ETS) Major Field Test (MFT) and Graduate Exit Survey were administered by the assigned Faculty instructor for the Program level capstone course, BA 420 Senior Business Seminar.

1. **How many students were included in the assessment(s) of each PLO in a course?**

All students enrolled in a course that is assessed per the Curriculum Assessment Map at the time the assessment activity is administered are assessed.

1. **How were students selected to participate in the assessment of each outcome (**Helpful details might include- whether this assessment represents all students, a sample of students in a class, or a sample of students across sections)?

All students enrolled in a course that is assessed per the Curriculum Assessment Map at the time the assessment activity is administered.

1. **In general, describe how each assessment tool (measure) was constructed** (i.e. in-house, national, adapted).

Each assessment tool was constructed by Program Faculty who utilized their expertise in their respective fields, Accreditation Council for Business Schools and Programs (ACBSP) guidance and take-aways from dialogue with industry professionals.

1. **Who analyzed results and how were they analyzed**

Analyses of the identified items above were performed by the collective faculty of the Business Administration Program. PLO assessment activity results were compared to a benchmark agreed to at the departmental level of “70% of students will perform at the level of Mastery or above”. MFT exam results and grad exit survey results were monitored in a time series fashion.

1. **Provide a summary of the results/conclusions from the assessment of each measured Program Learning Outcome.** *Report scores for this assessment, as well as students’ strengths and weaknesses relative to this learning outcome.*

It should be noted that the Program has collectively expressed and agreed that it is currently in process of collecting a sufficient quantity of time-series data to formally analyze and perform trend analyses for several semesters of assessment data with the purpose of revising certain underperforming aspects of Program assessment. Program Faculty have historically agreed to focus on improving PLOs (*closing the loop*) not meeting the benchmark of “70% of students will perform at the level of Mastery or above”. Inherently, *closing the loop* approaches vary by course, but generally faculty agreed to investigate opportunities to improve assessment results via revisions and enhancements to certain areas of course material, assignment refocusing, as well as additional practice opportunities for students in courses that are assessed as well as courses in which assessment does not occur.

1. **What are next steps?** (e.g., will you measure this same learning outcome again? Will you change some feature of the classroom experience and measure its impact? Will you try a new tool? Are you satisfied?)

The Program will continue collection of assessment data and processes related to all five PLOs via course level activities with rubrics per the Department approved Curriculum Assessment Map during the fall 2021 and spring 2022 semesters. However, as stated in 8 above, the Program is currently in process of collecting a sufficient quantity of time-series data to formally analyze and perform trend analyses for several semesters of assessment data with the purpose of revising certain underperforming aspects of Program assessment. Faculty continually agree to focus on improving PLOs not meeting the benchmark of “70% of students will perform at the level of Mastery or above” (*closing the loop*). Inherently, *closing the loop* approaches vary by course, but generally faculty have agreed to investigate opportunities to improve assessment results via revisions and enhancements to certain areas of course material, assignment refocusing, as well as additional practice opportunities for students in courses that are assessed as well as courses in which assessment does not occur.

1. **Please attach an example of the assessment tool used to measure your PLO(s).** These can be added as an appendix, a link to the assessment, or sent separately in email with your report.

**BA 216 Assessment Activity:** Project requiring analysis of data to determine appropriate use culminating in preparation of financial statements/documents presented in good form.

**See PDF titled “BA 216 - PLO Assessment Project”** for assessment activity instrument.

BA 216 PLOs assessed, and their respective elements evaluated are listed below:

PLO 1: Communicate effectively and articulately in written, oral, and electronic form as appropriate for business functions.

A. Mechanics

B. Content

D. Technology

E. Style

PLO 5: Evaluate business problems, gather, manipulate, and interpret data, analyze alternatives, decide on most effective solution, implement solution, and monitor results for continuous improvement.

C. Conclusion Development

F. Information

H. Data Analysis

J. Comprehension

**BA 216 Rubric Information for Elements**

**Rubric For PLO 1**

|  | **Distinguished** | **Mastery** | **Proficient** | **Novice** |
| --- | --- | --- | --- | --- |
| **Mechanics**  **(grammar, vocabulary, spelling)** | Writing demonstrates exceptionally strong control of standard writing mechanics (e.g., punctuation, spelling, capitalization, paragraph breaks, grammar, and usage). | Writing demonstrates quite solid control of standard writing mechanics (e.g., punctuation, spelling, capitalization, paragraph breaks, grammar, and usage). | Writing demonstrates control of standard writing mechanics (e.g., punctuation, spelling, capitalization, paragraph breaks, grammar, and usage). Minor errors do not hinder readability. | Numerous errors in mechanics (e.g., punctuation, spelling, capitalization, and usage) distract the reader and make the text difficult to read. |
| **Content** | A central thesis has been well developed with main ideas that are prominent and supported with plentiful details suitable to audience and purpose. Writing is extremely understandable, focused, and interesting. | The reader understands central thesis, however it may be a bit broad. Supporting detail s are present in submission. | The reader understands the central thesis, however, it may be exceedingly broad or simplistic thus limiting the overall results. | The writing lacks a central thesis with ideas that are extremely limited or simply unclear. Paper may be too short to demonstrate proper development of a central thesis. |
| **Technology** | Flawlessly demonstrates use of appropriate technology in completing assignment.  Technology is always employed when necessary with no errors. | Demonstrates use of appropriate technology in completing assignment.  Technology is almost always employed when necessary with minimal errors. | Demonstrates some use of appropriate technology in completing assignment. Technology is sometimes employed when necessary but may contain errors. | Demonstrates rudimentary use of appropriate technology in completing assignment. Technology is not always employed as necessary and contains errors when it is used. |
| **Style** **(Presentation)**  **(posture, voice, form)** | Communication level is such that presenter(s) maintains eye contact with audience and seldom returns to notes. Presenter(s) utilizes a clear voice, correct tone, and precise pronunciation so that all audience members can hear presentation. | Presenter(s) maintains eye contact. All words have been pronounced correctly and audience members can hear presentation. | Presenter(s) maintains eye contact most of the time but frequently returns to notes. Almost all words have been pronounced correctly and audience members can hear presentation. | Style may not match the particular audience or occasion. Presenter(s) tone of voice or other mannerisms may create alienation from the audience. Presenter rarely maintains eye contact, utilizes a low voice, and incorrectly pronounced numerous and various terms. |

**Rubric for PLO 5**

|  | **Distinguished** | **Mastery** | **Proficient** | **Novice** |
| --- | --- | --- | --- | --- |
| **Conclusion Development** | The student evaluated, synthesized, and organized all information provided and collected independently to form a succinctly stated professional proposal and create a coherent  and perceptive set of conclusions to support the decisions and solutions. | The student evaluated, and organized information to form a decision and create a set of conclusions to support the decisions and solutions. Most of the information reviewed is  clearly incorporated. With some significant assistance, the conclusions can be finalized for use. | The student formed a decision and reached conclusions; however they were limited or shallow and provided minimal support for the decisions and solutions. One or two key points in the information was overlooked or undigested, requiring significant effort to complete for use. | The student formed a decision, but it was not reasonable. The conclusions were essentially unrelated to the data reviewed with no clear cut strategy  Serving, as a developmental basis. Gaps in the conclusions resulted in inappropriate decisions and solutions,  which may lead to additional failures if implemented. |
| **Information**  **(handling, gathering, use)** | The analysis of information required for problem was perceptive, and the student engaged in active information gathering, delving deeply into the materials available. A comprehensive review of relevancy resulted, incorporating a wide variety of sources, leading to a professional quality analysis that draws clearly on personal and professional experience. | Relevant information for the problem was identified. The student successfully engaged in information gathering and found additional materials that were relevant presenting a comprehensive plan. Only one type of sources was used and documented appropriately. The analysis was mostly on target. It is evident that the student has limited professional experience upon which to draw. | Information relevant to the problem was identified. The student found additional information to fill the gaps in their knowledge, but it was limited in its scope. ‘The efforts for discover appropriate information were inadequate which did not yield a thorough coverage of what was needed. The student may not have looked beyond the information provided in the problem. The analysis was shallow but still correct, ready for expansion and refinement. | Information was assumed without any investigation and was presented at face value, without benefit of active questioning. As a result, several gaps in the information are apparent. The resulting analysis was off base in one or more significant ways. |
| **Data Analysis**  **(synthesis)** | Highly Relevant data is generated and organized in a systematic manner.  Data source and methodology well clarified.  Exceptionally well integrated to generate, interpret and convert data into information useful for decision making. | Relevant data is generated and organized in a systematic manner.  Data source and methodology well clarified.  Well integrated to interpret and convert data into information for useful decision making. | Some omissions in data gathering but well organized nevertheless.  Data source and methodology clarified.  Some flaws in the integration and interpretation but still manage to convert information into somewhat useful decision making tool. | Lack of systematic data generation and organization. Questionable data collection methods  Unreliable Data source and methodology.  Erroneous interpretation and not so useful information for decision making due to inconsistent and unreliable data and methodology |
| **Comprehension** | The presented work reflects no statements indicating misinterpretation or insufficient comprehension of all assigned material, all relevant background material, or student recognition of the significance of assigned/relevant material and information. | The presented work reflects minimal statement indicating misinterpretation or insufficient comprehension of all assigned material, all relevant background material, or student recognition of the significance of assigned/relevant material and information. | The presented work reflects a few statements indicating misinterpretation or insufficient comprehension of all assigned material, all relevant background material, or student recognition of the significance of assigned/relevant material and information. | The presented work reflects numerous statements indicating misinterpretation or insufficient comprehension of all assigned material, all relevant background material, or student recognition of the significance of assigned/relevant material and information. |