

Business Administration PLOs 2018-2019



Acad Program - Business Administration

Unit Assessment Coordinator: David Shankle

Mission: The mission of the Business Administration program is to offer students a well-rounded business education that will prepare them for entry-level administrative or supervisory positions, or to help further their education.

| <i>Program Learning Outcomes</i> | <i>Assessment Methods</i> | <i>Assessment Results</i> | <i>Action Taken (Use of Results)</i> |
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| <p>PLO #1 - Upon completing this program, students will be able to demonstrate strategic planning. Outcome Status: Active/Ongoing Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019 Start Date: 07/01/2016</p> | <p>Rubric - All Business Administration students will complete a comprehensive business plan in BUSI 1030 Introduction to Business. Criterion: 50% of the students in BUSI 1030 will score a 70 or better on the business plan assignment based on the grading rubric.</p> | <p>Reporting Period: 2018 - 2019 EoY Result Type: Criterion Met 94/139 (68%) of the student in BUSI 1030 completed the business plan with a score of 70 or better. (06/13/2019) Analysis: The criterion was met.</p> | <p>Action Taken (Use of Results): While the criterion was met, one Professor plans on updating the business plan software to a system that should help student be more effective. (06/13/2019)</p> |
| | <p>Rubric - All Business Administration majors will complete a Marketing Plan in BUSI 2320 Principles of Marketing. Criterion: 70% of the Business Administration students will successfully complete the Marketing Plan with a score of 70 or better on the Marketing Plan Rubric.</p> <p>Related Documents: BUSI 2320 Rubric.docx</p> | <p>Reporting Period: 2018 - 2019 EoY Result Type: Criterion Met 31/44 (70%) of students successfully scored a 70 or better on the Marketing Plan Rubric. (06/05/2019) Analysis: The criterion was met.</p> | <p>Action Taken (Use of Results): While the criterion was met, the textbook will be tailored to better fit the marketing plan assignment. (06/05/2019)</p> |
| <p>PLO #2 - Upon completing this program, students will be able to demonstrate proficiency in business communication. Outcome Status: Active/Ongoing Assessment Year: 2016 - 2017, 2017 -</p> | <p>Rubric - All Business Administration students will give a presentation in BUSI 2300 Business Communications. Criterion: 70% of the Business</p> | <p>Reporting Period: 2018 - 2019 EoY Result Type: Criterion Met 40/52 (77%) of the students in BUSI 2300 successfully scored a 70 or better on the Presentation Rubric. (06/05/2019)</p> | <p>Action Taken (Use of Results): While the criterion was met, the department might consider raising the criterion to 75% in subsequent years. (06/05/2019)</p> |

| Program Learning Outcomes | Assessment Methods | Assessment Results | Action Taken (Use of Results) |
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| <p>2018, 2018 - 2019 Start Date: 07/01/2016</p> | <p>Administration students will successfully complete the presentation with a score of 70 or better on the Presentation Rubric.</p> <p>Rubric - All Business Administration students will complete a Professional E-mail Project in BUSI 2300 Business Communications.</p> <p>Criterion: 70% of the Business Administration students will successfully complete the project with a grade of 70 or better on the E-mail Rubric.</p> <p>Related Documents: E-mail rubric.docx</p> | <p>Analysis: The criterion was met.</p> | |
| | <p>Demonstration - Students will successfully complete a Career Portfolio in BUSI 2300.</p> <p>Criterion: 70% of the students in BUSI 2300 will score a 70 or better on the Career Portfolio in BUSI 2300.</p> | <p>Reporting Period: 2018 - 2019 EoY Result Type: Criterion Met 40/52 (77%) of the students in BUSI 2300 successfully scored a 70 or better on the Presentation Rubric. (06/05/2019) Analysis: The criterion was met.</p> | <p>Action Taken (Use of Results): While the criterion was met, the Career Portfolio project will be made semester-long so students can improve on their resume and writing skills. (06/05/2019)</p> <p>Action Taken (Use of Results): While the criterion was met, the department might consider raising the criterion to 75% in subsequent years. (06/05/2019)</p> |
| <p>PLO #3 - Upon completing this program, students will demonstrate an understanding of ethical principles. Outcome Status: Active/Ongoing Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019 Start Date: 07/01/2016</p> | <p>Demonstration - All Business Administration students will complete an Ethics Case Study in BUSI 2330 Business Ethics.</p> <p>Criterion: 70% of Business Administration Students will successfully complete the Ethics Case Study with score a 70 or better.</p> <p>Related Documents: BUSI 2330 Rubric.docx</p> | <p>Reporting Period: 2018 - 2019 EoY Result Type: Criterion Met 40/52 (77%) of the students in BUSI 2300 successfully scored a 70 or better on the Presentation Rubric. (06/05/2019) Analysis: The criterion was met.</p> | <p>Action Taken (Use of Results): While the criterion was met, the department might consider raising the criterion to 75% in subsequent years. (06/05/2019)</p> |
| | <p>Demonstration - All Business</p> | <p>Reporting Period: 2018 - 2019 EoY</p> | <p>Action Taken (Use of Results):</p> |

| <i>Program Learning Outcomes</i> | <i>Assessment Methods</i> | <i>Assessment Results</i> | <i>Action Taken (Use of Results)</i> |
|----------------------------------|--|---|--|
| | <p>Administration students will complete an ethics case study in BU 2310 Principles of Management.</p> <p>Criterion: 60% of the Business Administration students will successfully complete the ethics case study with a score of 70 or better.</p> | <p>Result Type: Criterion Met</p> <p>24/39 (62%) of the students in BUSI 2310 scored a 70 or better on the business ethics case study. (06/13/2019)</p> <p>Analysis: The criterion was met.</p> | <p>The criterion was just met this year. In an attempt to help improve student learning, a more in-depth case will be utilized in '19-'20. Two instructors teaching this course have collaborated to offer an in-depth case that will hopefully engage students more in the case study. (06/13/2019)</p> |