

# Assessment: Program Four Column

2021-22 Business Administration



## 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>
<p><b>PLO #1</b> - Upon completing this program, students will be able to demonstrate strategic planning.  <b>Outcome Status:</b> Active/Ongoing  <b>Assessment Year:</b> 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022  <b>Start Date:</b> 07/01/2016</p>	<p><b>Rubric</b> - All Business Administration students will complete a comprehensive business plan in BUSI 1030 Introduction to Business.  <b>Criterion:</b> 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><b>Reporting Period:</b> 2021 - 2022 EoY  <b>Result Type:</b> Criterion Met                      Students completed their business plans with a 68% success rate. Detailed results are below:                      Fall 52/75 = 69%                      Spring 44/67 = 66%                      Total 96/142 = 68% (06/30/2022)  <b>Additional Notes:</b> Penn, Wright, Abel, Price  <b>Analysis:</b> Although students met the criterion, the success rate should be higher.</p>	<p><b>Action Taken (Use of Results):</b>                      The criterion should be higher than 50%, as evidenced by the assessment result this year. Even though the criterion was surpassed at 68%, students should be more successful in writing their business plans. Additional assignments regarding understanding and writing a business plan will be implemented by the instructors. (06/30/2022)</p>
	<p><b>Rubric</b> - All Business Administration majors will complete a Marketing Plan in BUSI 2320 Principles of Marketing.  <b>Criterion:</b> 70% of the Business Administration students will successfully complete the Marketing Plan with a score of 70 or better on the Marketing Plan Rubric.  <b>Related Documents:</b>  <a href="#">BUSI 2320 Rubric.docx</a></p>	<p><b>Reporting Period:</b> 2021 - 2022 EoY  <b>Result Type:</b> Criterion Met                      Students completed the marketing plan with a 77% success rate.                      Fall 25/33 = 76%                      Spring 23/29 = 79%                      Total 48/62 = 77% (06/30/2022)  <b>Additional Notes:</b> Hoffpauir  <b>Analysis:</b> The criterion was met, but the success rate is lower than the previous year of 80%. One instructor taught this course in 2021-22 and two instructors taught this course in 2020-21.</p>	<p><b>Action Taken (Use of Results):</b> In order to continue achieving the criterion, student materials will be reviewed on a regular basis to ensure we are using the best option. (06/30/2022)</p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
<p><b>PLO #2</b> - Upon completing this program, students will be able to demonstrate proficiency in business communication.</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Assessment Year:</b> 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022, 2022 - 2023</p> <p><b>Start Date:</b> 07/01/2016</p>	<p><b>Rubric</b> - All Business Administration students will give a presentation in BUSI 2300 Business Communications.</p> <p><b>Criterion:</b> 70% of the Business Administration students will successfully complete the presentation with a score of 70 or better on the Presentation Rubric.</p>	<p><b>Reporting Period:</b> 2021 - 2022 EoY</p> <p><b>Result Type:</b> Criterion Met</p> <p>Students met the criterion with an 82% success rate.</p> <p>Fall 46/60 = 77%</p> <p>Spring 44/50 = 88%</p> <p>Total 90/110 = 82% (06/30/2022)</p> <p><b>Additional Notes:</b> Penn, Abel, Taylor</p> <p><b>Analysis:</b> Students did well on the presentation assignment. This is a necessary skill in the workplace.</p>	<p><b>Action Taken (Use of Results):</b></p> <p>This course is taught in a hybrid model and online, as all business administration courses are offered. Consistency across the board with coursework is imperative, but adjustments to the rubric may need to be considered for fully online presentations. (06/30/2022)</p>
	<p><b>Demonstration</b> - Students will successfully complete a Career Portfolio in BUSI 2300.</p> <p><b>Criterion:</b> 70% of the students in BUSI 2300 will score a 70 or better on the Career Portfolio in BUSI 2300.</p>	<p><b>Reporting Period:</b> 2021 - 2022 EoY</p> <p><b>Result Type:</b> Criterion Met</p> <p>Seventy-eight (78%) of the students completed the career portfolio assignment with a 70 or better in BUSI 2300.</p> <p>Fall 46/60 = 77%</p> <p>Spring 40/50 = 80%</p> <p>86/110 = 78% (06/30/2022)</p> <p><b>Additional Notes:</b> Abel, Penn, Taylor</p> <p><b>Analysis:</b> Spring semester students had a higher success rate than the fall semester students. This is an extremely important assignment as it culminates much of what is learned throughout the semester. Overall, the criterion was met.</p>	<p><b>Action Taken (Use of Results):</b></p> <p>This assignment will continue to be used in the BUSI 2300 course. Instructors will continue to encourage students to be successful with this assignment as the requirements are workplace requirements. (06/30/2022)</p>
<p><b>PLO #3</b> - Upon completing this program, students will demonstrate an understanding of ethical principles.</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Assessment Year:</b> 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022, 2022 - 2023</p> <p><b>Start Date:</b> 07/01/2016</p>	<p><b>Demonstration</b> - All Business Administration students will complete an Ethics Case Study in BUSI 2330 Business Ethics.</p> <p><b>Criterion:</b> 70% of Business Administration Students will successfully complete the Ethics Case Study with score a 70 or better.</p> <p><b>Related Documents:</b></p> <p><a href="#">BUSI 2330 Rubric.docx</a></p>	<p><b>Reporting Period:</b> 2021 - 2022 EoY</p> <p><b>Result Type:</b> Criterion Met</p> <p>Seventy-three (73)% of students completed the ethics case study to meet the criterion.</p> <p>Fall 31/46 = 67%</p> <p>Spring 30/38 = 79%</p> <p>Total 61/84 = 73% (06/30/2022)</p> <p><b>Additional Notes:</b> Penn, Abel</p> <p><b>Analysis:</b> The criterion was met.</p>	<p><b>Action Taken (Use of Results):</b></p> <p>Even though the criterion was met, the percentage should be higher. Faculty will review the assignment and see what improvements can be made. (06/30/2022)</p>
	<p><b>Demonstration</b> - All Business Administration students will complete an ethics case study in BU 2310 Principles of Management.</p> <p><b>Criterion:</b> 60% of the Business</p>	<p><b>Reporting Period:</b> 2021 - 2022 EoY</p> <p><b>Result Type:</b> Criterion Met</p> <p>Seventy-seven (77)% of the students completed the ethics case study with a score of 70 or better.</p> <p>Fall 14/23 = 61%</p>	<p><b>Action Taken (Use of Results):</b></p> <p>One of the sections fell below the criterion in the Fall semester. The Dean and faculty members will</p>

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	Administration students will successfully complete the ethics case study with a score of 70 or better.	Spring 44/52 = 85% Total 58/75 = 77% (06/30/2022) <b>Additional Notes:</b> Alderette, Taylor <b>Analysis:</b> The criterion was met.	discuss to ensure students are understanding what the requirements are for the case study so that results are more consistent. (06/30/2022)