

Assessment: Program Four Column

2022-23 Business Administration



Acad Program - Business Administration

Unit Assessment Coordinator: Margaret M. Coleman

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>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, 2019 - 2020, 2020 - 2021, 2021 - 2022, 2022 - 2023 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: 70% of the students in BUSI 1030 will score a 70 or better on the business plan assignment based on the grading rubric. Notes: The criterion has been updated from 50% to 70% in the 2022-23 academic year.</p>	<p>Reporting Period: 2022 - 2023 EoY Result Type: Criterion Not Met Fall 2022 - 62 out of 93 (67%) students met the criterion Spring 2023 - 42 out of 87 (48%) students met the criterion Total 104 out of 180 students met the criterion 56% of the students completed the business plan with a score of 70 or better. (06/13/2023) Additional Notes: Penn, Wright, Reichert, Price, Sonnier, Barrow, Abel Analysis: With the criterion being raised from 50% to 70% this academic year, students did not meet the criterion.</p>	<p>Action Taken (Use of Results): The business plan assignment will be moved to a course later in the degree program so that students will have gained more knowledge when they are given the assignment. Currently, the business plan is assigned in BUSI 1030 Introduction to Business; in the 2023-24 academic year, the business plan will be required in BUSI 2310 Principles of Management. (06/13/2023)</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. Related Documents: BUSI 2320 Rubric.docx</p>	<p>Reporting Period: 2022 - 2023 EoY Result Type: Criterion Not Met Fall 2022 - 31 out of 38 (82%) students met the criterion. Spring 2023 - 24 out of 50 (48%) students met the criterion. Total - 55 students out of 88 students met the criterion. 63% of students completed the marketing plan with a score of 70 or better. (06/13/2023) Additional Notes: Reichert, Barrow, Hoffpauir Analysis: The students did not meet the criterion of 70%; 63% of the students scored at least a 70 on the marketing plan. Two new instructors taught the course, in addition to one adjunct instructor.</p>	<p>Action Taken (Use of Results): A new instructor will be assigned to the course in 2023-24, as the adjunct and one of the full-time instructors are no longer teaching for SOWELA. The results will be reviewed by faculty. (06/13/2023)</p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
	<p>Demonstration - All students will complete a comprehensive case study in BUSI 2080 Introduction to Human Resource Management. Criterion: 70% of the students in BUSI 2080 will complete a comprehensive case study with a score of 70 or better.</p>	<p>Reporting Period: 2022 - 2023 EoY Result Type: Criterion Not Met Fall 2022 - 29 out of 45 (64%) students met the criterion. Spring 2023 - 25 out of 41 (61%) students met the criterion. Total - 54 out of 86 students met the criterion 63% of the students completed the comprehensive case study with a score of 70 or better. (06/13/2023) Additional Notes: Reichert, Taylor, Penn Analysis: The rigor has been increased for PLO#1 with new instructors being hired.</p>	<p>Action Taken (Use of Results): Two of the instructors who taught this course will not be teaching for SOWELA, therefore, the course will be reassigned. Faculty will review the results for further improvement. (06/13/2023)</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 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022, 2022 - 2023 Start Date: 07/01/2016</p>	<p>Demonstration - Students will successfully complete a Career Portfolio in BUSI 2300. 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: 2022 - 2023 EoY Result Type: Criterion Not Met Fall - 38 out of 58 (66%) students met the criterion. Spring - 31 out of 43 (72%) students met the criterion. Total - 69 out of 101 students met the criterion. 68% of the students completed the career portfolio with a score of 70 or better. (06/13/2023) Additional Notes: Sonnier, Reichert, Penn, Abel Analysis: More rigor has been added to the career portfolio assignment; therefore, students are not as easily meeting the criterion.</p>	<p>Action Taken (Use of Results): The criterion fell short by two percent. We will continue to monitor this assignment and the rigor that has been applied. (06/13/2023)</p>
	<p>Presentation - Students will create and deliver a presentation in BUSI 2300. Criterion: 70% of the students will create and deliver a presentation in BUSI 2300 earning a score of 70% or better based on the grading rubric.</p>	<p>Reporting Period: 2022 - 2023 EoY Result Type: Criterion Met Fall - 47 out of 58 (81%) students met the criterion. Spring - 34 out of 43 (79%) students met the criterion. Total - 81 out of 101 students met the criterion. 80% of the students completed the presentation with a score of 70 or better. (06/13/2023) Additional Notes: Sonnier, Reichert, Penn, Abel Analysis: The criterion was surpassed. This is a good indication that the additional rigor was needed.</p>	<p>Action Taken (Use of Results): Additional rigor was added to the assignment this year. Students are doing well with this assignment. The assignment will be monitored from year to year. (06/13/2023)</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, 2019 - 2020, 2020</p>	<p>Demonstration - All Business Administration students will complete an Ethics Case Study in BUSI 2330 Business Ethics. Criterion: 70% of Business Administration Students will successfully complete the Ethics</p>	<p>Reporting Period: 2022 - 2023 EoY Result Type: Criterion Met Fall 2022 - 39 out of 52 (75%) students met the criterion Spring 2023 - 27 out of 35 (77%) students met the criterion Total 66 out of 87 students met the criterion 76% of the students completed the ethics case study with a score of 70 or better.</p>	<p>Action Taken (Use of Results): As all assessments are monitored semester by semester, this one will also be monitored. The Dean and Faculty are pleased with the results of this assessment.</p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
<p>- 2021, 2021 - 2022, 2022 - 2023 Start Date: 07/01/2016</p>	<p>Case Study with score a 70 or better.</p> <p>Related Documents: BUSI 2330 Rubric.docx</p> <p>Demonstration - All Business Administration students will complete an ethics case study in BUSI 2310 Principles of Management. Criterion: 70% of the Business Administration students will successfully complete an ethics case study with a score of 70 or better. Notes: Criterion was upgraded from 60% to 70% starting in the 2022-23 academic year.</p>	<p>(06/13/2023)</p> <p>Additional Notes: Barrow, Penn, Reichert Analysis: The criterion was surpassed. Students are doing well with this assignment. New instructors were assigned to this course.</p> <p>Reporting Period: 2022 - 2023 EoY Result Type: Criterion Not Met Fall 2022 - 29 out of 45 (64%) students met the criterion. Winter 2022 - 0 out of 1 (0%) student met the criterion. Spring 2023 - 27 out of 49 (55%) students met the criterion Total - 56 out of 95 (59%) students met the criterion 59% of the students completed the ethics case study with a score of 70 or better. (06/13/2023)</p> <p>Additional Notes: Taylor, Alderette Analysis: Apparently, this is a difficult assessment for many of the students with only 59% of the students meeting the criterion. This assessment will be revised for the next academic year.</p>	<p>(06/13/2023)</p> <p>Action Taken (Use of Results): This assessment will be revised for the next academic year, probably replaced since there is another assessment of the same type measuring the PLO. (06/13/2023)</p>