

## UNIT REPORT

**Learning Outcomes Reports  
2019**

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## Learning Outcome Report

### A1 Organization and strategic plan

**Learning Outcome Statement:**

BBA students will assess an organization's strengths, weaknesses, opportunities and threats and will integrate these factors into a viable strategic plan.

**Start:** 09/01/2018**End:** 08/31/2019**Progress:** Completed**Means of Assessment:**

*Individual student's learning outcome was assessed by taking the BBA Exams embedded in the Capstone course at the end of the program.*

*The benchmark: a student needs to answer two-thirds of the exam questions correctly.*

**Results of Assessment:**

75% of students met the expected learning outcome threshold.

## Attached Files

 [Comparison-BBA\\_AY2018-19-Expanded \(2\).xlsx](#)

**Departmental/Program Review:**

The Undergraduate Curriculum Committee met to review the findings. Even though 75% of students met the learning outcome A1, the faculty are aspired to meet a higher rate. In addition, the Committee was not convinced that the current assessment process was aligned with the learning outcome and determined the need for a new process.

**Recommendations/Action Plans for Program:**

The Undergraduate Curriculum Committee proposed to adopt a new assessment process on student learning outcomes. The new course-embedded assessment process allows faculty who teach the learning objective embedded courses to directly collect and assess the learning outcomes and to implement changes necessary to achieve better learning outcomes.

**Recommendations for Future Assessments:**

The Undergraduate Curriculum Committee proposed to adopt the new course-embedded assessment process on student learning outcomes.

The Committee believes that the new approach has the following benefits:

- Improved mapping of learning objectives in core courses
- Improved quality in assessment
- Increased faculty ownership in assurance of learning
- Increased department accountability in assurance of learning

**Follow- up on Last Year's Action Plan:**

Longer term follow up:

### A2 Financial and Accounting: firm performance

**Learning Outcome Statement:**

BBA students will analyze a firm's financial and accounting information identifying firm strengths and weaknesses and will develop suitable strategies to improve corporate performance

**Start:** 09/01/2018**End:** 08/31/2019**Progress:** Completed**Means of Assessment:**

*Individual student's learning outcome was assessed by taking the BBA Exams embedded in the Capstone course at the end of the program.*

*The benchmark: a student needs to answer two-thirds of the exam questions correctly to be considered as achieving the learning outcome.*

**Results of Assessment:**

48% of students met the expected learning outcome threshold.

#### **Departmental/Program Review:**

The Undergraduate Curriculum Committee met to review the findings and recognized that this learning outcome was not met. The Committee was not convinced that the current assessment process was aligned with the learning outcome and determined the need for a new process.

#### **Recommendations/Action Plans for Program:**

The Undergraduate Curriculum Committee proposed to adopt a new assessment process on student learning outcomes. The new course-embedded assessment process allows faculty who teach the learning objective embedded courses to directly collect and assess the learning outcomes and to implement changes necessary to achieve better learning outcomes.

#### **Recommendations for Future Assessments:**

The Undergraduate Curriculum Committee proposed to adopt the new course-embedded assessment process on student learning outcomes.

The Committee believes that the new approach has the following benefits:

- Improved mapping of learning objectives in core courses
- Improved quality in assessment
- Increased faculty ownership in assurance of learning
- Increased department accountability in assurance of learning

#### **Follow- up on Last Year's Action Plan:**

Longer term follow up:

### **A3 Marketing strategy**

#### **Learning Outcome Statement:**

BBA students will recognize, measure, and analyze market demand for a product or service and will integrate this analysis into an effective marketing strategy

**Start:** 09/01/2018

**End:** 08/31/2019

**Progress:** Completed

#### **Means of Assessment:**

*Individual student's learning outcome was assessed by taking the BBA Exams embedded in the Capstone course at the end of the program.*

*The benchmark: a student needs to answer two-thirds of the exam questions correctly to be considered as achieving the learning outcome.*

#### **Results of Assessment:**

60% of students met the expected learning outcome threshold.

#### **Departmental/Program Review:**

The Undergraduate Curriculum Committee met to review the findings. Though 60% of students met the learning outcome A3, the faculty are aspired to meet a higher rate. In addition, the Committee was not convinced that the current assessment process was aligned with the learning outcome and determined the need for a new process.

#### **Recommendations/Action Plans for Program:**

The Undergraduate Curriculum Committee proposed to adopt a new assessment process on student learning outcomes. The new course-embedded assessment process allows faculty who teach the learning objective embedded courses to directly collect and assess the learning outcomes and to implement necessary changes to achieve better learning outcomes.

#### **Recommendations for Future Assessments:**

The Undergraduate Curriculum Committee proposed to adopt the new course-embedded assessment process on student learning outcomes.

The Committee believes that the new approach has the following benefits:

- Improved mapping of learning objectives in core courses
- Improved quality in assessment
- Increased faculty ownership in assurance of learning
- Increased department accountability in assurance of learning

#### **Follow- up on Last Year's Action Plan:**

Longer term follow up:

### **A4 Financial Markets and Institutions: Monetary factors**

#### **Learning Outcome Statement:**

BBA students will understand the role of financial markets and institutions in our economy and will integrate these monetary factors

into an effective decision-making process

**Start:** 09/01/2018

**End:** 08/31/2019

**Progress:** Completed

**Means of Assessment:**

*Individual student's learning outcome was assessed by taking the BBA Exams embedded in the Capstone course at the end of the program.*

*The benchmark: a student needs to answer two-thirds of the exam questions correctly to be considered as achieving the learning outcome.*

**Results of Assessment:**

52% of students met the expected learning outcome threshold.

**Departmental/Program Review:**

The Undergraduate Curriculum Committee met to review the findings. Though 52% of students met the learning outcome A4, the faculty are aspired to meet a higher rate. In addition, the Committee was not convinced that the current assessment process was aligned with the learning outcome and determined the need for a new process.

**Recommendations/Action Plans for Program:**

The Undergraduate Curriculum Committee proposed to adopt a new assessment process on student learning outcomes. The new course-embedded assessment process allows faculty who teach the learning objective embedded courses to directly collect and assess the learning outcomes and to implement necessary changes to achieve better learning outcomes.

**Recommendations for Future Assessments:**

The Undergraduate Curriculum Committee proposed to adopt the new course-embedded assessment process on student learning outcomes.

The Committee believes that the new approach has the following benefits:

- Improved mapping of learning objectives in core courses
- Improved quality in assessment
- Increased faculty ownership in assurance of learning
- Increased department accountability in assurance of learning

**Follow- up on Last Year's Action Plan:**

Longer term follow up:

## A5 Operating Strategy

**Learning Outcome Statement:**

BBA students will employ production operation models to supply chain problems and will recommend the operating strategy that maximized shareholder value;

**Start:** 09/01/2018

**End:** 08/31/2019

**Progress:** Completed

**Means of Assessment:**

*Individual student's learning outcome was assessed by taking the BBA Exams embedded in the Capstone course at the end of the program.*

*The benchmark: a student needs to answer two-thirds of the exam questions correctly to be considered as achieving the learning outcome.*

**Results of Assessment:**

55% of students met the expected learning outcome threshold.

**Departmental/Program Review:**

The Undergraduate Curriculum Committee met to review the findings. As only 55% of students met the learning outcome A5, the faculty are aspired to meet a higher rate. In addition, the Committee was not convinced that the current assessment process was aligned with the learning outcome and determined the need for a new process.

**Recommendations/Action Plans for Program:**

The Undergraduate Curriculum Committee proposed to adopt a new assessment process on student learning outcomes. The new course-embedded assessment process allows faculty who teach the learning objective embedded courses to directly collect and assess the learning outcomes and to implement necessary changes to achieve better learning outcomes.

**Recommendations for Future Assessments:**

The Undergraduate Curriculum Committee proposed to adopt the new course-embedded assessment process on student learning outcomes.

The Committee believes that the new approach has the following benefits:

Improved mapping of learning objectives in core courses  
 Improved quality in assessment  
 Increased faculty ownership in assurance of learning  
 Increased department accountability in assurance of learning

**Follow- up on Last Year's Action Plan:**

Longer term follow up:

## **A6 Integrated Decision Making Process**

**Learning Outcome Statement:**

BBA students will integrate decision processes and models from management, marketing, economics, finance and accounting into the value creation process

**Start:** 09/01/2018

**End:** 08/31/2019

**Progress:** Completed

**Means of Assessment:**

*Individual student's learning outcome was assessed by taking the Comp-XM Basix Exam (simulation) embedded in the Capstone course at the end of the program.*

*The benchmark: a student needs to answer two-thirds of the exam questions correctly to be considered as achieving the learning outcome.*

**Results of Assessment:**

42% of students met the expected learning outcome threshold.

**Departmental/Program Review:**

The Undergraduate Curriculum Committee met to review the findings and recognized that this learning outcome (A6) was not met. The Committee was not convinced that the current assessment process was aligned with the learning outcome and determined the need for a new process.

**Recommendations/Action Plans for Program:**

The Undergraduate Curriculum Committee proposed to adopt a new assessment process on student learning outcomes. The new course-embedded assessment process allows faculty who teach the learning objective embedded courses to directly collect and assess the learning outcomes, and to implement necessary changes to achieve better learning outcomes.

**Recommendations for Future Assessments:**

The Undergraduate Curriculum Committee proposed to adopt the new course-embedded assessment process on student learning outcomes.

The Committee believes that the new approach has the following benefits:

Improved mapping of learning objectives in core courses  
 Improved quality in assessment  
 Increased faculty ownership in assurance of learning  
 Increased department accountability in assurance of learning

**Follow- up on Last Year's Action Plan:**

Longer term follow up: