2017-18 Assessment Cycle
Assessment Findings

Finding per Measure

Business Administration Program (BBA) Outcome Set

Outcome

Outcome : 1. Demonstrate competence in domestic and global environments within the principle functional areas of business. (IL)

Demonstrate technical competence in domestic and global business in the major disciplines of accounting, economics, marketing, law, and management.

▼ **Measure:** End of Program Exam
Program level ; Direct - Exam

Details/Description:	The students will take their End of Program Exam in BUAD 8023 Strategic Management.
Acceptable Target:	50% of students will correctly answer 70% or more of the multiple choice questions.
Ideal Target:	70% of students will correctly answer 70% or more of the multiple choice questions.
Implementation Plan (timeline):	The End of Program Exam will be administered every year starting in 2017-2018.
Key/Responsible Personnel:	BUAD 8023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

ⓘBBA Business Administration End of Program Exam (Adobe Acrobat Document)

Findings for End of Program Exam

Summary of Findings: 36% of students correctly answered 70% or more of the exam questions.

Results :   Acceptable Target Achievement: Not Met; Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

> ⓘBusiness Administration, BBA End of Program Exam Results (Adobe Acrobat Document)

These Findings are associated with the following Actions:

> End of Program Exam
> Action Plan
> (Continuous Improvement
> Action; 2017-18 Assessment
> Cycle)

▼   **Measure:** Exit Survey
Program level ; Indirect - Survey

Details/Description: All students will take the BBA in Business Administration Exit Survey administered through Blackboard.

Acceptable Target: 70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

Ideal Target: 80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

Implementation Plan (timeline):   The BBA in Business Administration Exit Survey will be administered to all graduating students through Blackboard starting in academic year

2017-2018. This survey will be administered every year for graduating students.

Key/Responsible Personnel:

Jeff Lokey
Danielle Green
Mark Bloxsom
BBA in Business Administration Curriculum Coordinator

Supporting Attachments:

ⓘBBA Business Administration Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

Summary of Findings:

89% of students indicated "agree" or higher in achieving each of the program student learning outcomes

Results :

Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

ⓘBusiness Administration, BBA Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

PSLO 1 - Indirect Measure
(Continuous Improvement Action; 2017-18 Assessment Cycle)

Outcome : 2. Analyze business problems and devise solutions using critical thinking, decision-making processes, and decision-support tools.(CT)

▾ **Measure:** Business Administration Capstone Simulation
Program level ; Direct - Other

Details/Description:	The students will complete a semester long capstone simulation in BUAD 8023 Strategic Management.
Acceptable Target:	60% of students will achieve "good" or higher for this outcome on the BBA in Business Administration Rubric.
Ideal Target:	70% of students will achieve "good" or higher for this outcome on the BBA in Business Administration Rubric.
Implementation Plan (timeline):	The capstone simulation will be implemented in academic year 2017-2018 and will be administered every year.
Key/Responsible Personnel:	BUAD 8023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

BBA Business Administration Capstone Project (Adobe Acrobat Document)

Findings for Business Administration Capstone Simulation

Summary of Findings:	94% of students either met or exceeded the standard on the Business Administration Capstone Rubric.
Results :	Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded
Reflections/Notes:	
Substantiating Evidence:	

ⓘBusiness Administration, BBA Capstone Rubric Results (Adobe Acrobat Document)

These Findings are associated with the following Actions:

Capstone Simulation
Action Plan
(Continuous Improvement
Action; 2017-18
Assessment Cycle)

▼ **Measure:** Exit Survey
Program level ; Indirect - Survey

Details/Description:	All students will take the BBA in Business Administration Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The BBA in Business Administration Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.
Key/Responsible Personnel:	Jeff Lokey Danielle Green Mark Bloxsom BBA in Business Administration Curriculum Coordinator

Supporting Attachments:

⊙BBA Business Administration Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

Summary of Findings: 96% of students indicated "agree" or higher in achieving each of the program student learning outcomes

Results :   Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

⊙Business Administration, BBA Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

PSLO 2 - Indirect
Measure
(Continuous Improvement
Action; 2017-18
Assessment Cycle)

Outcome : 3. Formulate a strategic plan using effective teamwork while integrating the major functional areas of business and innovation.

▼ **Measure:** Business Administration Capstone Simulation

Program level ; Direct - Other

Details/Description:	The students will complete a semester long capstone simulation in BUAD 8023 Strategic Management.
Acceptable Target:	60% of students will achieve "good" or higher for this outcome on the BBA in Business Administration Rubric.
Ideal Target:	70% of students will achieve "good" or higher for this outcome on the BBA in Business Administration Rubric.
Implementation Plan (timeline):	The capstone simulation will be implemented in academic year 2017-2018 and will be administered every year.
Key/Responsible Personnel:	BUAD 8023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

ⓘ BBA Business Administration Capstone Project (Adobe Acrobat Document)

Findings for Business Administration Capstone Simulation

Summary of Findings:	94% of students either met or exceeded the standard on the Business Administration Capstone Rubric.
Results :	Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded
Reflections/Notes:	
Substantiating Evidence:	

ⓘ Business Administration, BBA Capstone Rubric Results (Adobe Acrobat Document)

These Findings are associated with the following Actions:

Capstone Simulation
Action Plan
(Continuous Improvement
Action; 2017-18
Assessment Cycle)

▼ **Measure:** Exit Survey
Program level ; Indirect - Survey

Details/Description:	All students will take the BBA in Business Administration Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The BBA in Business Administration Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.
Key/Responsible Personnel:	Jeff Lokey Danielle Green Mark Bloxsom BBA in Business Administration Curriculum Coordinator

Supporting Attachments:

ⓘBBA Business Administration Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

Summary of Findings: 100% of students indicated "agree" or higher in

achieving each of the program student learning outcomes

Results :   Acceptable Target Achievement: Exceeded;
                                   Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

ⓘ Business Administration, BBA Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

> PSLO 3 - Indirect Measure
> (Continuous Improvement Action; 2017-18 Assessment Cycle)

Outcome : 4. Evaluate applicable software, technology, and information systems in regards to business operations.(IL)

▼ **Measure:** End of Program Exam (Essay)
   Program level ; Direct - Exam

Details/Description: The students will take their End of Program Exam in BUAD 8023 Strategic Management.

Acceptable Target: 50% of students will "Meet" or "Exceed" the requirement on essay questions based on the BBA

in Business Administration Rubric.

Ideal Target:	70% of students will "Meet" or "Exceed" the requirement on essay questions based on the BBA in Business Administration Rubric.
Implementation Plan (timeline):	The End of Program Exam will be administered every year starting in 2017-2018.
Key/Responsible Personnel:	BUAD 8023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

ⓘBBA Business Administration Essay Questions (Adobe Acrobat Document)

Findings for End of Program Exam (Essay)

Summary of Findings:	50% of students meet/exceed the standard on the essay question.
Results :	Acceptable Target Achievement: Met; Ideal Target Achievement: Approaching
Reflections/Notes:	
Substantiating Evidence:	

ⓘBusiness Administration, BBA End of Program Essay Results (Adobe Acrobat Document)

These Findings are associated with the following Actions:

End of Program Exam
Action Plan
(Continuous Improvement
Action; 2017-18 Assessment
Cycle)

Measure: Exit Survey
Program level ; Indirect - Survey

Details/Description:	All students will take the BBA in Business Administration Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The BBA in Business Administration Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.
Key/Responsible Personnel:	Jeff Lokey Danielle Green Mark Bloxsom BBA in Business Administration Curriculum Coordinator

Supporting Attachments:

ⓘ BBA Business Administration Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

Summary of Findings:	52% of students indicated "agree" or higher in achieving each of the program student learning outcomes
Results :	Acceptable Target Achievement: Not Met; Ideal Target Achievement: Approaching
Reflections/Notes:	
Substantiating Evidence:	

ⓘ Business Administration, BBA Student Exit Surveys (Adobe Acrobat

Document)

These Findings are associated with the following Actions:

PSLO 4 - Indirect
Measure
(Continuous Improvement
Action; 2017-18
Assessment Cycle)

Outcome : 5. Examine comprehensive business issues and communicate findings and solutions.(WO)

▼ **Measure:** Business Administration Capstone Simulation
Program level ; Direct - Other

Details/Description:	The students will complete a semester long capstone simulation in BUAD 8023 Strategic Management.
Acceptable Target:	60% of students will achieve "good" or higher for this outcome on the BBA in Business Administration Rubric.
Ideal Target:	70% of students will achieve "good" or higher for this outcome on the BBA in Business Administration Rubric.
Implementation Plan (timeline):	The capstone simulation will be implemented in academic year 2017-2018 and will be administered every year.
Key/Responsible Personnel:	BUAD 8023 Instructor Danielle Green

Mark Bloxsom

Supporting Attachments:

⊙BBA Business Administration Capstone Project (Adobe Acrobat Document)

Findings for Business Administration Capstone Simulation

Summary of Findings:	94% of students either met or exceeded the standard on the Business Administration Capstone Rubric.
Results :	Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded
Reflections/Notes:	
Substantiating Evidence:	

⊙Business Administration, BBA Capstone Rubric Results (Adobe Acrobat Document)

These Findings are associated with the following Actions:

Capstone Simulation
Action Plan
(Continuous Improvement
Action; 2017-18
Assessment Cycle)

▼ **Measure:** Exit Survey
Program level ; Indirect - Survey

Details/Description:	All students will take the BBA in Business Administration Exit Survey administered through Blackboard.

Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The BBA in Business Administration Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.
Key/Responsible Personnel:	Jeff Lokey Danielle Green Mark Bloxsom BBA in Business Administration Curriculum Coordinator

Supporting Attachments:

⊕BBA Business Administration Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

Summary of Findings:	100% of students indicated "agree" or higher in achieving each of the program student learning outcomes
Results :	Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded
Reflections/Notes:	
Substantiating Evidence:	

⊕Business Administration, BBA Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

PSLO 5 - Indirect

Measure
(Continuous Improvement
Action; 2017-18
Assessment Cycle)

Outcome : 6. Examine the strategic management environment in relation to the current financial, legal, economic, and social environments.

▼ **Measure:** Business Administration Capstone Simulation
Program level ; Direct - Other

Details/Description:	The students will complete a semester long capstone simulation in BUAD 8023 Strategic Management.
Acceptable Target:	60% of students will achieve "good" or higher for this outcome on the BBA in Business Administration Rubric.
Ideal Target:	70% of students will achieve "good" or higher for this outcome on the BBA in Business Administration Rubric.
Implementation Plan (timeline):	The capstone simulation will be implemented in academic year 2017-2018 and will be administered every year.
Key/Responsible Personnel:	BUAD 8023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

⊕BBA Business Administration Capstone Project (Adobe Acrobat Document)

Findings for Business Administration Capstone Simulation

Summary of Findings:	94% of students either met or exceeded the standard on the Business Administration Capstone Rubric.
Results :	Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded
Reflections/Notes:	
Substantiating Evidence:	

ⓘBusiness Administration, BBA Capstone Rubric Results (Adobe Acrobat Document)

These Findings are associated with the following Actions:

Capstone Simulation
Action Plan
(Continuous Improvement
Action; 2017-18
Assessment Cycle)

▼ **Measure:** Exit Survey
Program level ; Indirect - Survey

Details/Description:	All students will take the BBA in Business Administration Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

Implementation Plan (timeline):	The BBA in Business Administration Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.
Key/Responsible Personnel:	Jeff Lokey Danielle Green Mark Bloxsom BBA in Business Administration Curriculum Coordinator

Supporting Attachments:

ⓘ BBA Business Administration Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

Summary of Findings:	93% of students indicated "agree" or higher in achieving each of the program student learning outcomes
Results :	Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

ⓘ Business Administration, BBA Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

PSLO 6 - Indirect Measure
(Continuous Improvement Action; 2017-18 Assessment Cycle)

Outcome : 7. Analyze the role of ethics, government regulations, and legalities in management processes.

▼ **Measure:** End of Program Exam (Essay)
Program level ; Direct - Exam

Details/Description:	The students will take their End of Program Exam in BUAD 8023 Strategic Management.
Acceptable Target:	50% of students will "Meet" or "Exceed" the requirement on essay questions based on the BBA in Business Administration Rubric.
Ideal Target:	70% of students will "Meet" or "Exceed" the requirement on essay questions based on the BBA in Business Administration Rubric.
Implementation Plan (timeline):	The End of Program Exam will be administered every year starting in 2017-2018.
Key/Responsible Personnel:	BUAD 8023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

⊕ BBA Business Administration Essay Questions (Adobe Acrobat Document)

Findings for End of Program Exam (Essay)

Summary of Findings:	57% of students meet/exceed the standard on the essay question.
Results :	Acceptable Target Achievement: Met; Ideal Target Achievement: Approaching
Reflections/Notes:	
Substantiating Evidence:	

ⓘBusiness Administration, BBA End of Program Essay Results (Adobe Acrobat Document)

These Findings are associated with the following Actions:

End of Program Exam
Action Plan
(Continuous Improvement
Action; 2017-18 Assessment
Cycle)

▼ **Measure:** Exit Survey
Program level ; Indirect - Survey

Details/Description:	All students will take the BBA in Business Administration Exit Survey administered through Blackboard.
Acceptable Target:	70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Ideal Target:	80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.
Implementation Plan (timeline):	The BBA in Business Administration Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.
Key/Responsible Personnel:	Jeff Lokey Danielle Green Mark Bloxsom BBA in Business Administration Curriculum Coordinator

Supporting Attachments:

ⓘ BBA Business Administration Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

Summary of Findings:	93% of students indicated "agree" or higher in achieving each of the program student learning outcomes
Results :	Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

ⓘ Business Administration, BBA Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

PSLO 7 - Indirect Measure (Continuous Improvement Action; 2017-18 Assessment Cycle)

Outcome : 8. Compare and contrast organizations in a global and diverse community.

▼ **Measure:** End of Program Exam (Essay)
Program level ; Direct - Exam

Details/Description:	The students will take their End of Program Exam in BUAD 8023 Strategic Management.
Acceptable Target:	50% of students will "Meet" or "Exceed" the requirement on essay questions based on the BBA in Business Administration Rubric.
Ideal Target:	70% of students will "Meet" or "Exceed" the requirement on essay questions based on the BBA in Business Administration Rubric.
Implementation Plan (timeline):	The End of Program Exam will be administered every year starting in 2017-2018.
Key/Responsible Personnel:	BUAD 8023 Instructor Danielle Green Mark Bloxsom

Supporting Attachments:

⊙ BBA Business Administration Essay Questions (Adobe Acrobat Document)

Findings for End of Program Exam (Essay)

Summary of Findings:	14% of students meet/exceed the standard on the essay question.
Results :	Acceptable Target Achievement: Not Met; Ideal Target Achievement: Approaching
Reflections/Notes:	
Substantiating Evidence:	

⊙ Business Administration, BBA End of Program Essay Results (Adobe Acrobat Document)

These Findings are associated with the following Actions:

End of Program Exam Action Plan
(Continuous Improvement Action; 2017-18 Assessment

Cycle)

Measure: Exit Survey
Program level ; Indirect - Survey

Details/Description: All students will take the BBA in Business Administration Exit Survey administered through Blackboard.

Acceptable Target: 70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

Ideal Target: 80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

Implementation Plan (timeline): The BBA in Business Administration Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.

Key/Responsible Personnel: Jeff Lokey
Danielle Green
Mark Bloxsom
BBA in Business Administration Curriculum Coordinator

Supporting Attachments:

BBA Business Administration Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

Summary of Findings: 89% of students indicated "agree" or higher in achieving each of the program student learning outcomes

Results : Acceptable Target Achievement: Exceeded; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

Business Administration, BBA Student Exit Surveys (Adobe Acrobat Document)

These Findings are associated with the following Actions:

PSLO 8 - Indirect Measure
(Continuous Improvement Action; 2017-18 Assessment Cycle)

Last Modified: 06/01/2018 10:39:19 AM EDT