

Western New Mexico University
School of Business
Quality Assurance Report 2024



**SCHOOL
OF
BUSINESS**

Overview

The Western New Mexico University's (WNMU) School of Business (SB) performs assessment on a continuous basis. This Quality Assurance Report 2024 provides an updated status of the School of Business academic and professional activities. The report provides measurements and analysis of student learning performances, program effectiveness information and stakeholder's satisfaction.

The 2024 report points toward progress to achieving the strategic goals in the School of Business. The tables and graphs included in the report summarize the results and trends resulting from activities initiated in the School of Business following the five-year strategic plan 2021-2026.

School of Business Vision

"The School of Business will be recognized as an academic institution dedicated to educational excellence and preparing students to meet the challenges of both a domestic and global business environment."

School of Business Mission

"The mission of the School of Business is to provide a learning environment that offers diverse opportunities for academic and experiential development."

School of Business Culture

"The School of Business recognizes, promotes and celebrate a diversified culture with formal academic rigor and informal social networking." Every program in the School of Business, promotes a culture of empathy and understanding, while reinforcing WNMU academic philosophies. The culture is rooted in comprehensive business and economic principles. These principles guide our actions.

School of Business Values

"The School of Business adheres to the highest ethical standards within a framework of integrity, honesty, accountability and respect for diversity." The School of Business honors and instill respect for education, open dialogs, commitment, and self-empowerment. The curriculum, encourages teamwork, stimulates progressive discussions, supports community goals, and seeks excellence and quality in every aspect. The School of Business and its Programs embrace the core values of multiple stakeholders.

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School of Business Structure/Academic Programs

TWO YEAR DEGREE

The ACBSP accredited Associate in Business Administration (AS) is a two-year academic degree that allows the students to complete their general education requirement and obtain a basic education in Business Administration. The degree is designed to provide the students with core business courses (27 credit hours), allowing them to have a basic understanding of business administration.

FOUR YEAR DEGREES

The School of Business offers professional degrees designed to prepare students at the entry level for careers in business accounting, marketing, and management through its ACBSP accredited Bachelor of Business Administration (B.B.A.) and a Bachelor of Applied Science in General Business (B.A.S). The B.B.A in accounting prepares students for entry into the accounting profession, where they can have a career in public accounting, private industry, and government and not for profit organizations. The B.B.A in Management prepares students with opportunities to expand managerial and business-related skills and knowledge. The B.B.A in Marketing prepares students for entry level marketing positions in public or private organizations. The B.A.S in General Business prepare students for entry level positions in any organization, public or private, as all organizations are run based on basic business principles.

GRADUATE DEGREE

The School of Business Master of Business Administration (MBA) is a 36-credit hour degree with four different specializations in International Business, Management Information Systems, Healthcare Management, and Instructional Technology and Design. The MBA is designed to serve students who wish to develop their skills to become managers within both public and private organizations. The program accepts students with or without an undergraduate degree in a business discipline.

Measure and Analysis of Student Learning and Performance

Program Learning Outcomes

Changes Approved in Department meeting Nov 2023

Associate Program Learning Outcomes (AS Accredited)

1. Analyze, interpret, and synthesize data to make business related decisions.
2. Synthesize information from applicable disciplines into business documents.
3. Exhibit effective oral and written communication skills related to business activities.

Accounting Program Learning Outcomes (BBA-Accredited)

1. Prepare professional accounting documents.
2. Analyze, interpret, and synthesize data to make accounting decisions.
3. Identify and apply accounting standards.
4. Apply accounting ethics and corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.
5. Exhibit effective oral and written communication skills related to accounting activities.
6. Demonstrate proficiency in the accounting process to include advance outcomes in Financial, Managerial, Tax, and Auditing.
7. Students will demonstrate proficiency using information technology.

General Business Program Learning Outcomes (BAS-Accredited)

1. Implement foundational concepts of general business to include accounting, legal environment, management, marketing, economics, and finance.
2. Analyze, interpret, and synthesize data to make general business decisions.
3. Apply business ethics and demonstrate corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.
4. Exhibit effective oral and written communication skills related to general business activities.
5. Students will demonstrate proficiency using information technology.
6. Successfully utilize tools of creation, innovation, and improvement of entrepreneurial ideas.

Management Program Learning Outcomes (BBA-Accredited)

1. Implement foundational concepts of management and explain management roles, i.e., setting goals, objectives, and strategies to accomplish a purpose.
2. Analyze, interpret, and synthesize data to make managerial decisions.
3. Synthesize information from applicable disciplines into management concepts.
4. Apply management ethics and demonstrate understanding of corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.
5. Exhibit effective oral and written communication skills related to management activities.
6. Students will demonstrate proficiency using information technology.

Marketing Program Learning Outcomes (BBA-Accredited)

1. Implement foundational concepts of marketing and explain marketing functions (1. Segmentation, 2. Marketing mix, 3. External environment)
2. Analyze, interpret, and synthesize data to make marketing decisions.
3. Synthesize information from applicable disciplines into marketing concepts.
4. Apply marketing ethics and demonstrate corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.
5. Exhibit effective oral and written communication skills related to marketing activities.
6. Students will demonstrate proficiency using information technology.

ASSOCIATE IN BUSINESS ADMINISTRATION (AS) PROGRAM LEARNING OUTCOMES-

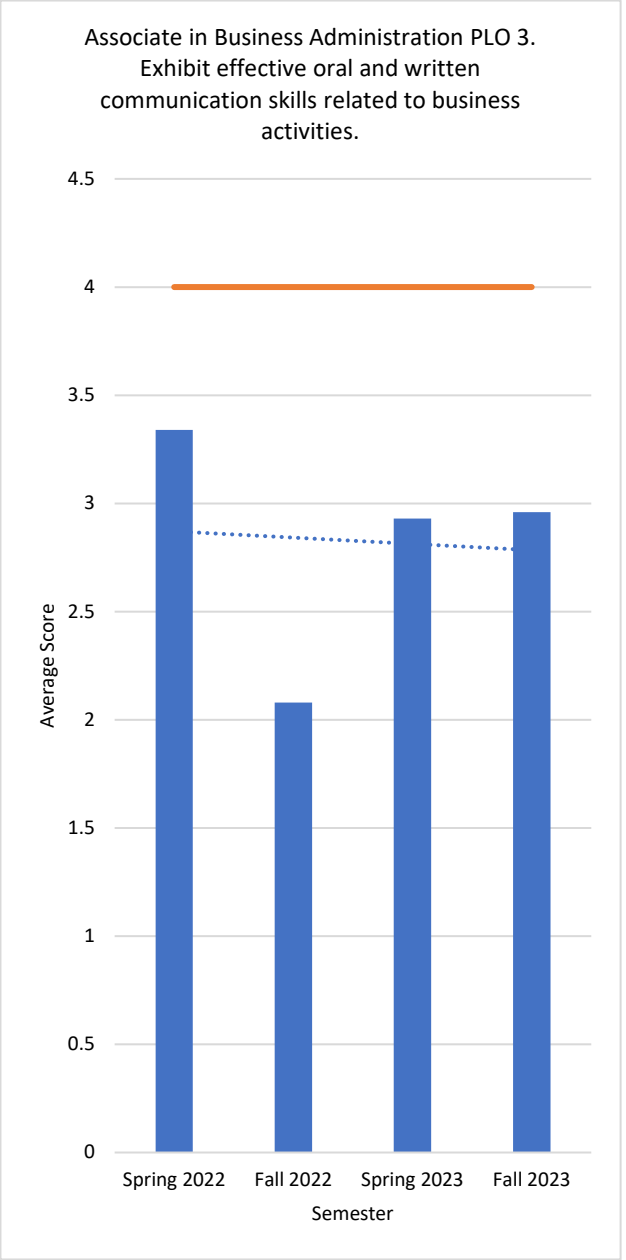
1. Ability to analyze, interpret, and synthesize data to make business decisions.

<p>Measurable goal. Students will score four (4) or more on various homework in the core business principles courses.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Associate in Business Administration PLO 1. Analyze, interpret, and synthesize data to make business related decisions.</p> <table border="1"> <caption>Average Score by Semester</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>3.1</td> </tr> <tr> <td>Fall 2022</td> <td>1.8</td> </tr> <tr> <td>Spring 2023</td> <td>0.8</td> </tr> <tr> <td>Fall 2023</td> <td>2.1</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	3.1	Fall 2022	1.8	Spring 2023	0.8	Fall 2023	2.1
Semester		Average Score									
Spring 2022		3.1									
Fall 2022		1.8									
Spring 2023		0.8									
Fall 2023	2.1										
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the AS degree and collected through a series of rubrics created on Canvas Learning Management System (LMS).</p>											
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the principle's courses conducting to the associate in business administration degree. The goal has not been met in four academic semesters. The average score for the last four semesters is 1.95 and there is a decreasing trend on the averages scores (2022-2023).</p>											
<p>Analysis of Results The results show the average score on the Program Learning Outcome #1 on the principles courses taken by the students in their first four semesters. The goal has not been reached, the average is lower than in previous reports, and there is a decreasing trend from 2022 to 2023.</p>											
<p>Action Taken or Improvement made. Increased in-class exercises that include data interpretation, summary, and analysis. Increased the number of cases and class discussions. Increase in the use of pretests and posttests to assess class content and modify it, if needed. The School of Business needs to address the completion of the curriculum maps and the continuation of learning from one class (level) to the next one.</p>											

2. Ability to synthesize information from Application Disciplines into Business Documents.

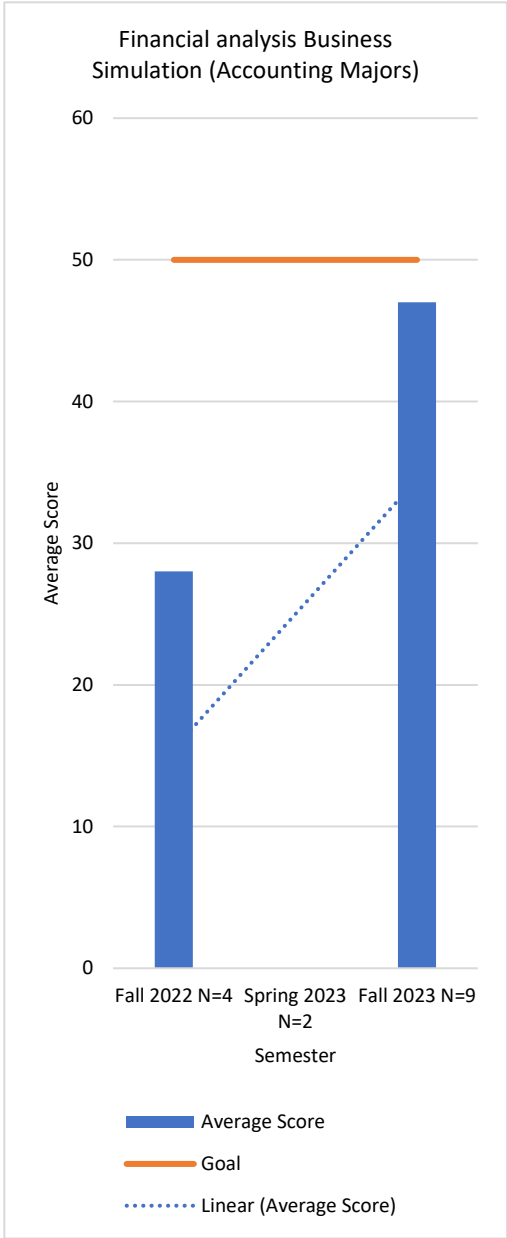
<p>Measurable goal. Students will score four (4) or more, on various homework in the core business principles courses.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Associate in Business Administration PLO 2. Synthesize information from applicable disciplines into business documents.</p> <table border="1"> <caption>Average Scores by Semester</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>1.8</td> </tr> <tr> <td>Fall 2022</td> <td>2.5</td> </tr> <tr> <td>Spring 2023</td> <td>2.1</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	1.8	Fall 2022	2.5	Spring 2023	2.1
Semester		Average Score							
Spring 2022		1.8							
Fall 2022		2.5							
Spring 2023		2.1							
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the AS degree and collected through a series of rubrics created on Canvas Learning Management System (LMS).</p>									
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the principle's courses conducting to the associate in business administration degree. The goal has not been met in three academic semesters. The average score for the last four semesters is 2.14 and there is a decreasing trend on the averages scores (2022-2023).</p>									
<p>Analysis of Results The results show the average scores on the Program Learning Outcome #2 on all principles courses taken by the students in their first four semesters. The goal has not been reached, but there is a slightly increasing trend in average scores (2.14). The School of Business faculty need to evaluate curriculum mapping for all majors and identify specific homework to assess the student's appropriate skills at each level.</p>									
<p>Action Taken or Improvement made. Re-evaluate the in-class cases and class discussions on contemporary cases in business. Increase the use of pretests and posttests to assess class content and modify it, if needed. Emphasize in class the basic managerial theories and concepts. Use other resources available through the university to improve student's overall performance in grammar, and other writing skills.</p>									

3. Exhibit effective oral and written communication skills related to management activities.

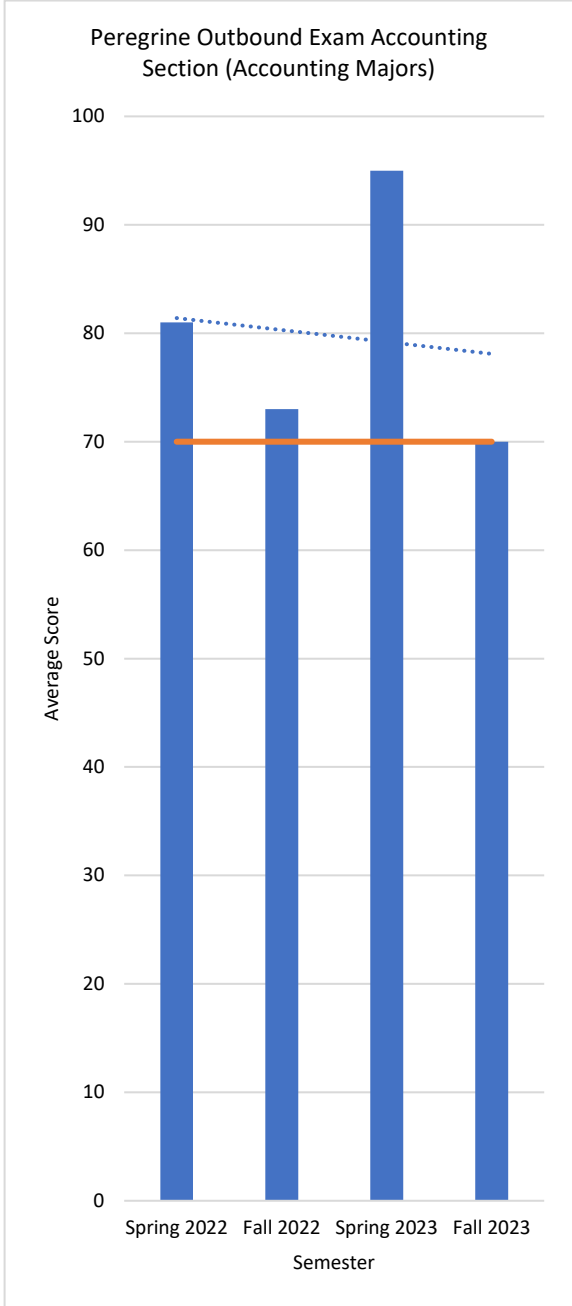
<p>Measurable goal. Students will score four (4) or more, on various homework in the principle's courses.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Associate in Business Administration PLO 3. Exhibit effective oral and written communication skills related to business activities.</p>  <table border="1" data-bbox="873 394 1495 1646"> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>3.3</td> </tr> <tr> <td>Fall 2022</td> <td>2.1</td> </tr> <tr> <td>Spring 2023</td> <td>2.9</td> </tr> <tr> <td>Fall 2023</td> <td>2.9</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	3.3	Fall 2022	2.1	Spring 2023	2.9	Fall 2023	2.9
Semester		Average Score									
Spring 2022		3.3									
Fall 2022		2.1									
Spring 2023	2.9										
Fall 2023	2.9										
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the degree and collected through the Canvas Learning Management System (LMS).</p>											
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the principle's courses conducting to the associate in business administration. The goal has not been met once in four academic semesters. The average score for the last four semesters is 2.82 and there is a slightly decreasing trend in the average scores.</p>											
<p>Analysis of Results The results show the average score on the Program Learning Outcome # 3 on all principles courses taken by the students in their first four semesters. The goal has not been met once in four academic semesters, and there is a decreasing trend in scores from 2022 to 2023. The School of Business faculty need to use the resources available through the university to improve student's overall performance in grammar, and other writing skills.</p>											
<p>Action Taken or Improvement made. Expose the student to more in-class cases, presentations, and class discussions. Increase the use of pretests and posttests to assess class content and modify it, if needed. The School of Business needs to address the completion of the curriculum maps. Finally, there are few classes using oral exams (2023), which in theory should improve the score in this specific PLO.</p>											

ACCOUNTING BBA PROGRAM LEARNING OUTCOMES

1. Prepare professional accounting documents. (data trends in process of analysis)
2. Analyze, interpret, and synthesize data to make accounting decisions.

<p>Measurable goal. Students will score above an average of 50 on a business simulation by a third-party provider (specifically in the Financial Analysis section).</p>	<p style="text-align: center;">RESULTS</p>  <table border="1"> <caption>Financial analysis Business Simulation (Accounting Majors)</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2022 (N=4)</td> <td>28</td> <td>50</td> </tr> <tr> <td>Spring 2023 (N=2)</td> <td>-</td> <td>50</td> </tr> <tr> <td>Fall 2023 (N=9)</td> <td>47</td> <td>50</td> </tr> </tbody> </table>	Semester	Average Score	Goal	Fall 2022 (N=4)	28	50	Spring 2023 (N=2)	-	50	Fall 2023 (N=9)	47	50
Semester		Average Score	Goal										
Fall 2022 (N=4)		28	50										
Spring 2023 (N=2)		-	50										
Fall 2023 (N=9)		47	50										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the Business Simulation assessment tool and distributed in the Capstone course (BSAD 497).</p>													
<p>Current Results The goal is to score 50 (average score) or higher on the Financial Analysis area. The trend for the last 3 periods is an increasing one, but the goal has not been reached in any of the semesters that the assessment data has been collected. The average score in the last three semesters for accounting students in the simulation has been 25 points, with students scoring zero one of the semesters.</p>													
<p>Analysis of Results Students scored below the goal in the fall semesters (22-23) and zero in the spring of 2023. The accounting students did not meet their goals. The School of Business needs to evaluate the results from the simulation and its results in these areas, for consistency in the courses.</p>													
<p>Action Taken or Improvement made. Continue using the business simulation and provide constant reviews during the BSAD 497 class. Use additional projects to provide support to the decision-making skills of the students. Continue requiring students to complete the 3-year strategic plan for the business simulation. Include in all the assessment conversations the new full time accounting faculty.</p>													

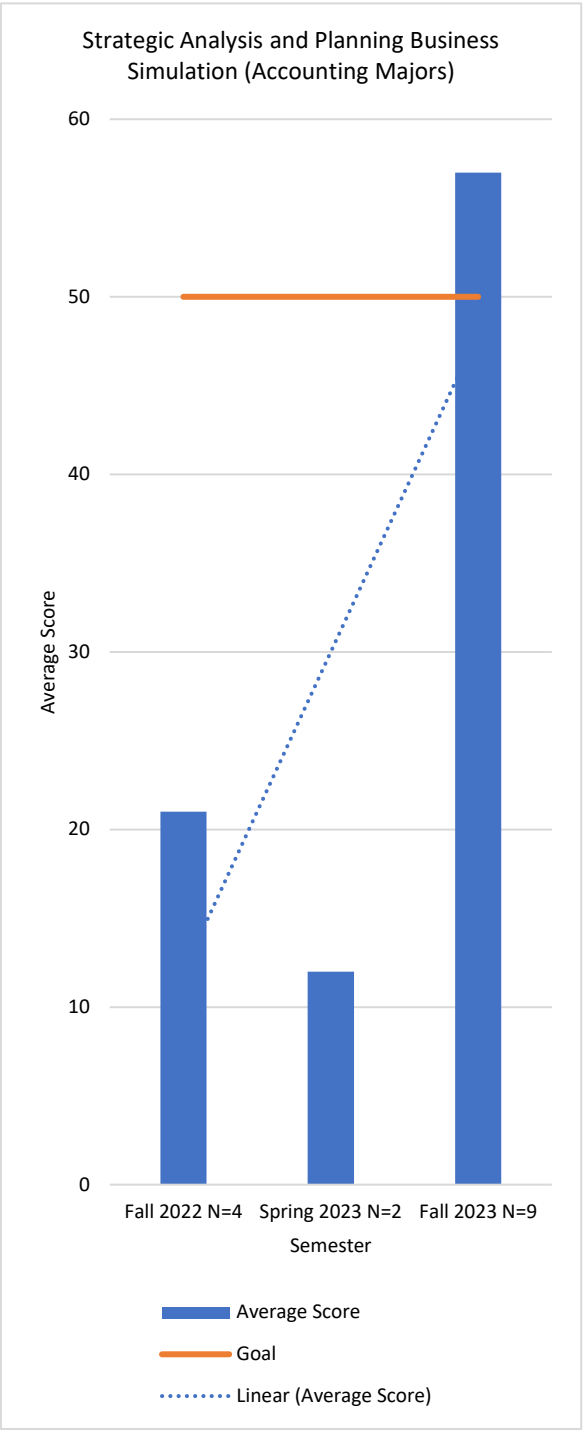
3. Identify and apply accounting standards and global guidelines.

<p>Measurable goal. Students will score above an average of 70 in the accounting section of the Major Field Test provided by a third party (Peregrine).</p>	<p style="text-align: center;">RESULTS</p>  <table border="1" data-bbox="883 394 1451 1692"> <caption>Peregrine Outbound Exam Accounting Section (Accounting Majors)</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>81</td> </tr> <tr> <td>Fall 2022</td> <td>73</td> </tr> <tr> <td>Spring 2023</td> <td>95</td> </tr> <tr> <td>Fall 2023</td> <td>70</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	81	Fall 2022	73	Spring 2023	95	Fall 2023	70
Semester		Average Score									
Spring 2022		81									
Fall 2022		73									
Spring 2023	95										
Fall 2023	70										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the third-party Major Field Test given at the Capstone course (BSAD 497).</p>											
<p>Current Results The goal is to score 70 (average score) or higher in the accounting section. Students have reached the goal in all the four semesters on record (Spring 2022 to Fall 2023). The trend during the recorded four semesters is a decreasing one with the average score being 80.</p>											
<p>Analysis of Results Students scored above the goal all the four semesters on record (Spring 2022 to Fall 2023). The School of Business uses the Major Field Test as one of the primary assessment tools. The recent trend needs to be observed longer to analyze data trends. Especially because it has a negative trend for the fall semesters. The School of Business must utilize Peregrine Major Field Test results in combination with other methods of assessment.</p>											
<p>Action Taken or Improvement made. Continue using the comprehensive tests and provide constant reviews during the BSAD 497 class. All students are now being assessed using pre and posttests in accounting and other classes. The objective of the pre and posttests is to have a formative tool through the course assessments and to improve the results in the Major Field Test. With a new accounting faculty taking over the programs is important to include him in the conversations about accreditation and assessment.</p>											

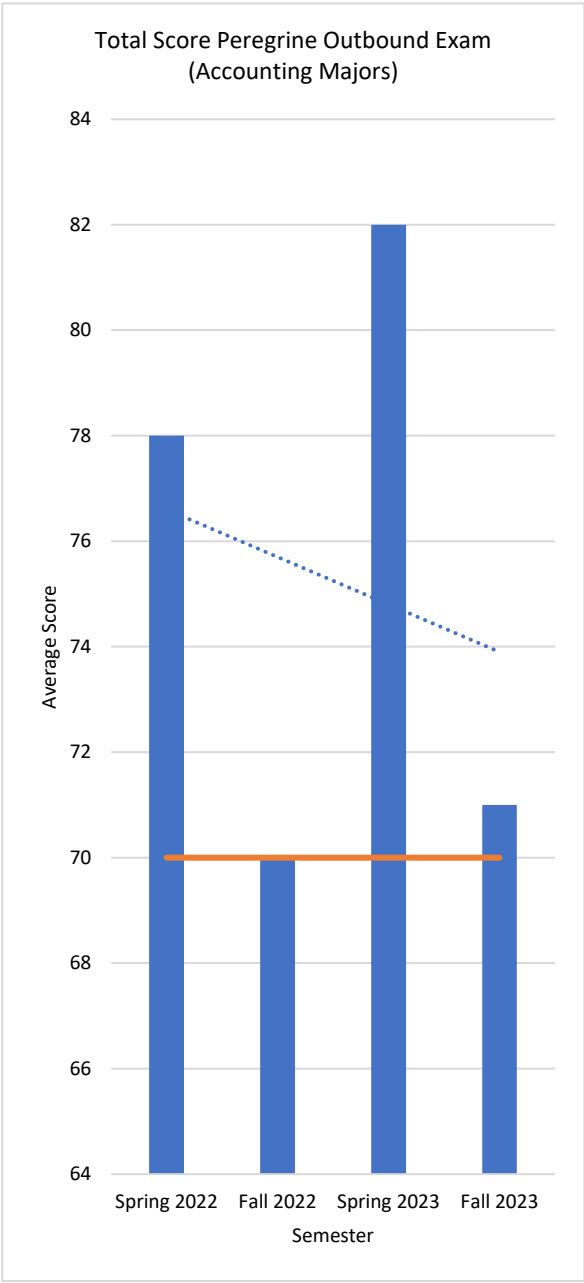
4. Apply accounting ethics and corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.

<p>Measurable goal. Students will score above an average of 50 on a business simulation provided by a third party (specifically on the Corporate Social Responsibility section).</p>	<p style="text-align: center;">RESULTS</p>  <table border="1" data-bbox="899 296 1471 1619"> <caption>Corporate Social Responsibility Business Simulation (Accounting Majors)</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2022 N=4</td> <td>45</td> <td>50</td> </tr> <tr> <td>Spring 2023 N=2</td> <td>30</td> <td>50</td> </tr> <tr> <td>Fall 2023 N=9</td> <td>50</td> <td>50</td> </tr> </tbody> </table>	Semester	Average Score	Goal	Fall 2022 N=4	45	50	Spring 2023 N=2	30	50	Fall 2023 N=9	50	50
Semester		Average Score	Goal										
Fall 2022 N=4		45	50										
Spring 2023 N=2		30	50										
Fall 2023 N=9		50	50										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the Business Simulation assessment tool and distributed in the Capstone course (BSAD 497).</p>													
<p>Current Results The goal is to score 50 (average score) or higher on the Corporate Social Responsibility (CSR) section. Accounting students show an increasing trend when scoring in the CSR area of the Business Simulation. The highest score was achieved in Fall 2023, and the lowest score in Spring 2023. The average score of the accounting students in the last three semesters is 42, with the most recent semester reaching the stated goal.</p>													
<p>Analysis of Results Students scored above the goal in fall of 2023. However, did not meet the goal in spring 2023 nor in the fall 2022. The trend is an increasing one. The School of Business needs to evaluate the results from the simulation and its results in several areas, for consistency in the courses.</p>													
<p>Action Taken or Improvement made. Continue using the business simulation and provide constant reviews during the BSAD 497 class. Use additional projects and cases to provide an ethical and global context to the students. Continue requiring students to complete the 3-year strategic plan for the business simulation. With a new accounting faculty taking over the programs is important to include him in the conversations about accreditation and assessment.</p>													

5. Exhibit effective oral and written communication skills related to accounting activities.

<p>Measurable goal. Students will score above an average of 50 on a business simulation provided by a third party (specifically on the Strategic Analysis and Planning section).</p>	<p style="text-align: center;">RESULTS</p>  <p style="text-align: center;">Strategic Analysis and Planning Business Simulation (Accounting Majors)</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Semester</th> <th>Average Score</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2022 N=4</td> <td>21</td> <td>50</td> </tr> <tr> <td>Spring 2023 N=2</td> <td>12</td> <td>50</td> </tr> <tr> <td>Fall 2023 N=9</td> <td>57</td> <td>50</td> </tr> </tbody> </table>	Semester	Average Score	Goal	Fall 2022 N=4	21	50	Spring 2023 N=2	12	50	Fall 2023 N=9	57	50
Semester		Average Score	Goal										
Fall 2022 N=4		21	50										
Spring 2023 N=2		12	50										
Fall 2023 N=9		57	50										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the Business Simulation assessment tool and distributed in the Capstone course (BSAD 497).</p>													
<p>Current Results The goal is to score 50 (average score) or higher on the Strategic Analysis and Planning section. There is a sharp increasing trend in the scoring by the accounting students in this section. Students have reached the goal in the last of the three semesters of recorded data. The highest score was achieved in Fall 2023, and the lowest score in Spring 2023. The three-semester average score for the accounting students is 30.</p>													
<p>Analysis of Results Students scored above the goal in the last of the three semesters of recorded data. The scores in the most recent semester show a steady trend of improvement. The School of Business need to evaluate the results from the simulation and its results in several areas, for consistency in the courses.</p>													
<p>Action Taken or Improvement made. Continue using the business simulation and provide constant reviews during the BSAD 497 class. Use additional cases and projects to provide support for written and oral skills of the students. Continue requiring the students to complete the 3-year strategic plan for the business simulation. With a new accounting faculty taking over the programs is important to include him in the conversations about accreditation and assessment.</p>													

6. Demonstrate proficiency in the accounting process to include Financial, Managerial, Tax, Auditing, and Fraud Detection Accounting.

<p>Measurable goal. Students will score above an average of 70 on all sections of the Major Field Test provided by a third party (Peregrine).</p>	<p style="text-align: center;">RESULTS</p>  <table border="1" data-bbox="868 394 1448 1669"> <caption>Total Score Peregrine Outbound Exam (Accounting Majors)</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>78</td> </tr> <tr> <td>Fall 2022</td> <td>70</td> </tr> <tr> <td>Spring 2023</td> <td>82</td> </tr> <tr> <td>Fall 2023</td> <td>71</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	78	Fall 2022	70	Spring 2023	82	Fall 2023	71
Semester		Average Score									
Spring 2022		78									
Fall 2022		70									
Spring 2023		82									
Fall 2023	71										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the third-party Major Field Test given during the Capstone course (BSAD 497).</p>											
<p>Current Results The goal is to score 70 (average score) or higher on all accounting sections of the Major Field Test. The accounting students have reached the goal in all four semesters of recorded data. The trend is a decreasing one overall. However, when looked separately (spring vs fall) the trends are positive. The four-semester average score for accounting students is 75.</p>											
<p>Analysis of Results Students scored above the goal in all four semesters of recorded data. The School of Business uses the Major Field Test as one of the primary assessment tools. The recent trend needs to be observed longer to analyze data trends to analyze data trends. More specifically to understand the score difference between fall and spring semesters.</p>											
<p>Action Taken or Improvement made. Continuing general reviews during the BSAD 497 class. There is the need to assess the trend for a longer period. The analysis of the results as a department (School of Business) could contribute positively to reaching the goal. With a new accounting faculty taking over the programs is important to include him in the conversations about accreditation and assessment.</p>											

GENERAL BUSINESS BAS PROGRAM LEARNING OUTCOMES

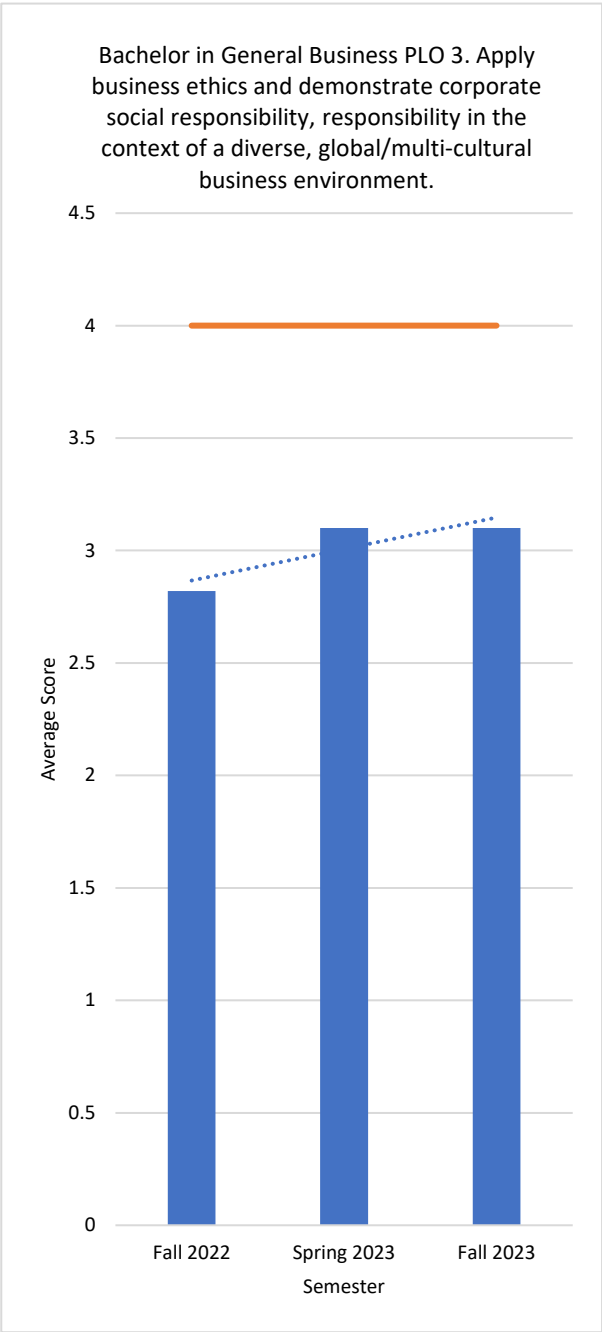
1. Implement foundational concepts of general business to include accounting, legal environment, management, marketing, economics, and finance.

<p>Measurable goal. Students will score four (4) or more, on various homework in some core business classes taken by the general business majors.</p>	<p style="text-align: center;">RESULTS</p> <div style="text-align: center;"> <p>Bachelor in General Business PLO 1. Implement foundation concepts of general business to include accounting, legal environment, management, marketing, economics, and finance.</p> <table border="1" style="margin: 10px auto;"> <caption>Average Score Data</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Fall 2022</td> <td>3.1</td> </tr> <tr> <td>Spring 2023</td> <td>3.2</td> </tr> <tr> <td>Fall 2023</td> <td>3.4</td> </tr> </tbody> </table> </div>	Semester	Average Score	Fall 2022	3.1	Spring 2023	3.2	Fall 2023	3.4
Semester		Average Score							
Fall 2022		3.1							
Spring 2023		3.2							
Fall 2023		3.4							
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the BAS degree and collected through a series of rubrics created on Canvas Learning Management System (LMS).</p>									
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the General Business Bachelor (BAS). The goal has not been met in three academic semesters. The average score for the last three semesters is 3.23 and there is an increasing trend on the averages scores (2022-2023).</p>									
<p>Analysis of Results Students' scores show progress towards the goal. The recent trend needs to be observed longer to analyze data trends. The results also indicate the first time since the PLO's were instituted, that the General Business degree observes consistent data reported in PLO 1.</p>									
<p>Action Taken or Improvement made. Continue the curriculum mapping conversations in the assessment meetings. Engage the new General Business faculty in the conversation about the degree and the importance of the PLO's. Continue the assessment of class content by using pre and posttests in all classes.</p>									

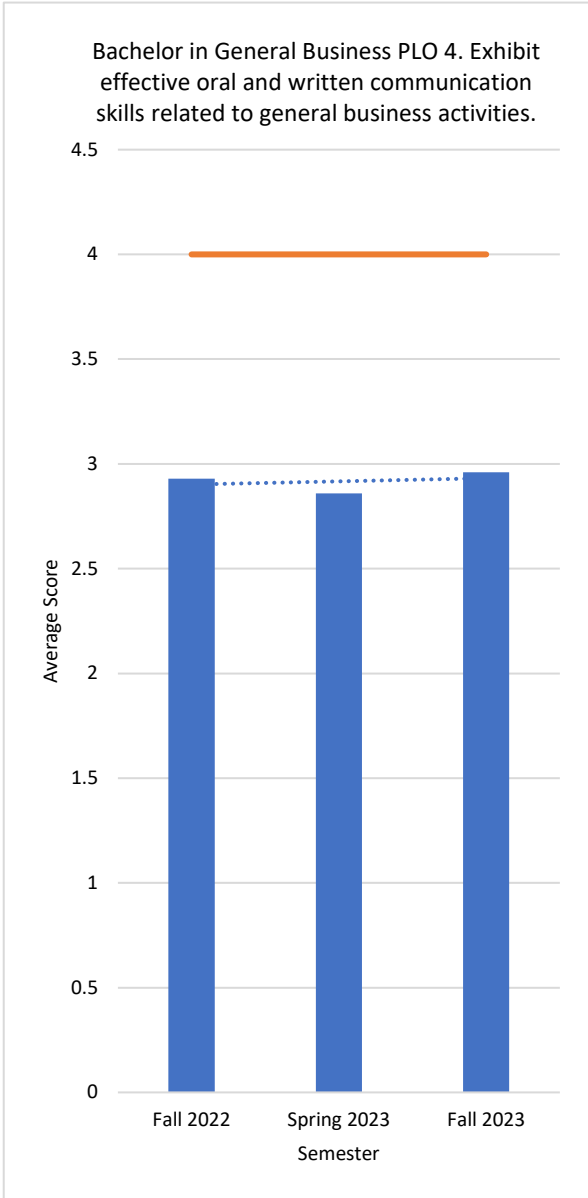
2. Analyze, interpret, and synthesize data to make general business decisions.

<p>Measurable goal. Students will score four (4) or more, on various homework in some core business classes taken by the general business majors.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Bachelor in General Business PLO 2. Analyze, interpret, and synthesize data to make general business decisions.</p> <table border="1"> <caption>Average Score Data</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Fall 2022</td> <td>3.1</td> </tr> <tr> <td>Spring 2023</td> <td>3.1</td> </tr> <tr> <td>Fall 2023</td> <td>3.4</td> </tr> </tbody> </table>	Semester	Average Score	Fall 2022	3.1	Spring 2023	3.1	Fall 2023	3.4
Semester		Average Score							
Fall 2022		3.1							
Spring 2023		3.1							
Fall 2023		3.4							
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the BAS degree and collected through a series of rubrics created on Canvas Learning Management System (LMS).</p>									
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the General Business Bachelor (BAS). The goal has not been met in three academic semesters. The average score for the last three semesters is 3.21 and there is an increasing trend on the averages scores (2022-2023).</p>									
<p>Analysis of Results Students' scores show progress towards the goal. The recent trend needs to be observed longer to analyze data trends. The results also indicate the first time since the PLO's were instituted, that the General Business degree observes consistent data reported in PLO 1.</p>									
<p>Action Taken or Improvement made. Continue the curriculum mapping conversations in the assessment meetings. Engage the new General Business faculty in the conversation about the degree and the importance of the PLO's. Continue the assessment of class content by using pre and posttests in all classes.</p>									

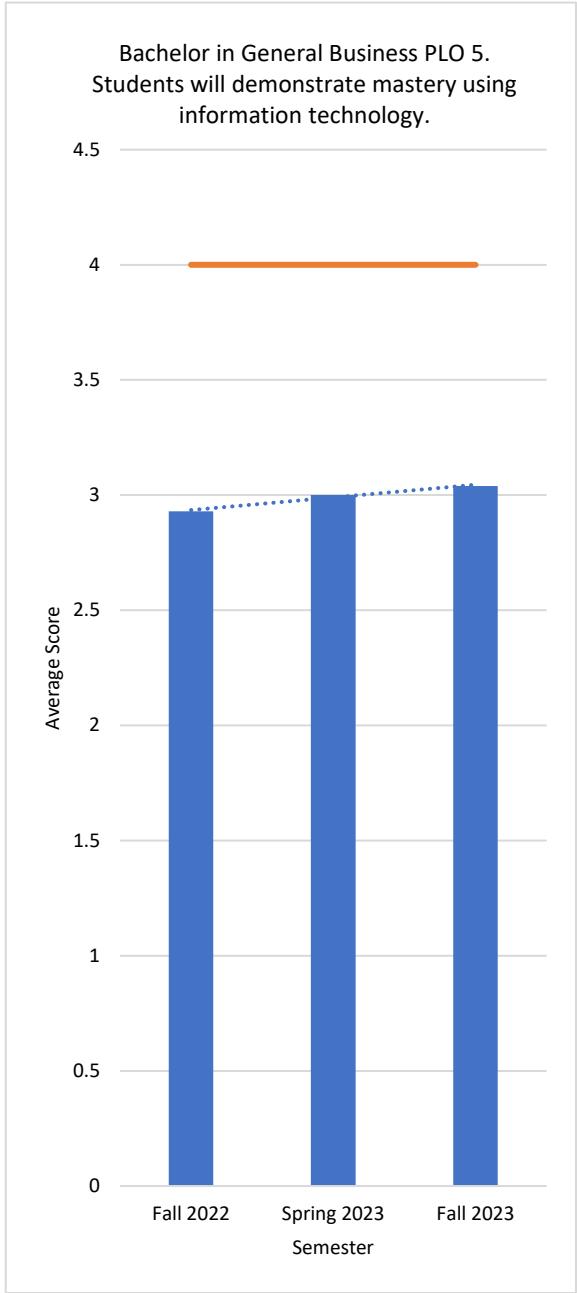
3. Apply business ethics and demonstrate corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.

<p>Measurable goal. Students will score four (4) or more on various homework in some core business classes taken by the general business majors.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Bachelor in General Business PLO 3. Apply business ethics and demonstrate corporate social responsibility, responsibility in the context of a diverse, global/multi-cultural business environment.</p>  <table border="1" data-bbox="857 359 1455 1682"> <caption>Average Score Data</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Fall 2022</td> <td>2.8</td> </tr> <tr> <td>Spring 2023</td> <td>3.1</td> </tr> <tr> <td>Fall 2023</td> <td>3.1</td> </tr> </tbody> </table>	Semester	Average Score	Fall 2022	2.8	Spring 2023	3.1	Fall 2023	3.1
Semester		Average Score							
Fall 2022		2.8							
Spring 2023		3.1							
Fall 2023		3.1							
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the BAS degree and collected through a series of rubrics created on Canvas Learning Management System (LMS).</p>									
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the General Business Bachelor (BAS). The goal has not been met in three academic semesters. The average score for the last three semesters is 3.00 and there is an increasing trend on the averages scores (2022-2023).</p>									
<p>Analysis of Results Students' scores show progress towards the goal. The recent trend needs to be observed longer to analyze data trends. The results also indicate the first time since the PLO's were instituted, that the General Business degree observes consistent data reported in PLO 1.</p>									
<p>Action Taken or Improvement made. Continue the curriculum mapping conversations in the assessment meetings. Engage the new General Business faculty in the conversation about the degree and the importance of the PLO's. Continue the assessment of class content by using pre and posttests in all classes.</p>									

4. Exhibit effective oral and written communication skills related to general business activities.

<p>Measurable goal. Students will score four (4) or more on various homework in some core business classes taken by the general business majors.</p>	<p style="text-align: center;">RESULTS</p>  <p style="text-align: center;">Bachelor in General Business PLO 4. Exhibit effective oral and written communication skills related to general business activities.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Fall 2022</td> <td>2.91</td> </tr> <tr> <td>Spring 2023</td> <td>2.85</td> </tr> <tr> <td>Fall 2023</td> <td>2.95</td> </tr> </tbody> </table>	Semester	Average Score	Fall 2022	2.91	Spring 2023	2.85	Fall 2023	2.95
Semester		Average Score							
Fall 2022		2.91							
Spring 2023		2.85							
Fall 2023		2.95							
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the BAS degree and collected through a series of rubrics created on Canvas Learning Management System (LMS).</p>									
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the General Business Bachelor (BAS). The goal has not been met in three academic semesters. The average score for the last three semesters is 2.91 and there is an increasing trend on the averages scores (2022-2023).</p>									
<p>Analysis of Results Students' scores show progress towards the goal. The recent trend needs to be observed longer to analyze data trends. The results also indicate the first time since the PLO's were instituted, that the General Business degree observes consistent data reported in PLO 1.</p>									
<p>Action Taken or Improvement made. Continue the curriculum mapping conversations in the assessment meetings. Engage the new General Business faculty in the conversation about the degree and the importance of the PLO's. Continue the assessment of class content by using pre and posttests in all classes.</p>									

5. Students will demonstrate mastery using information technology.

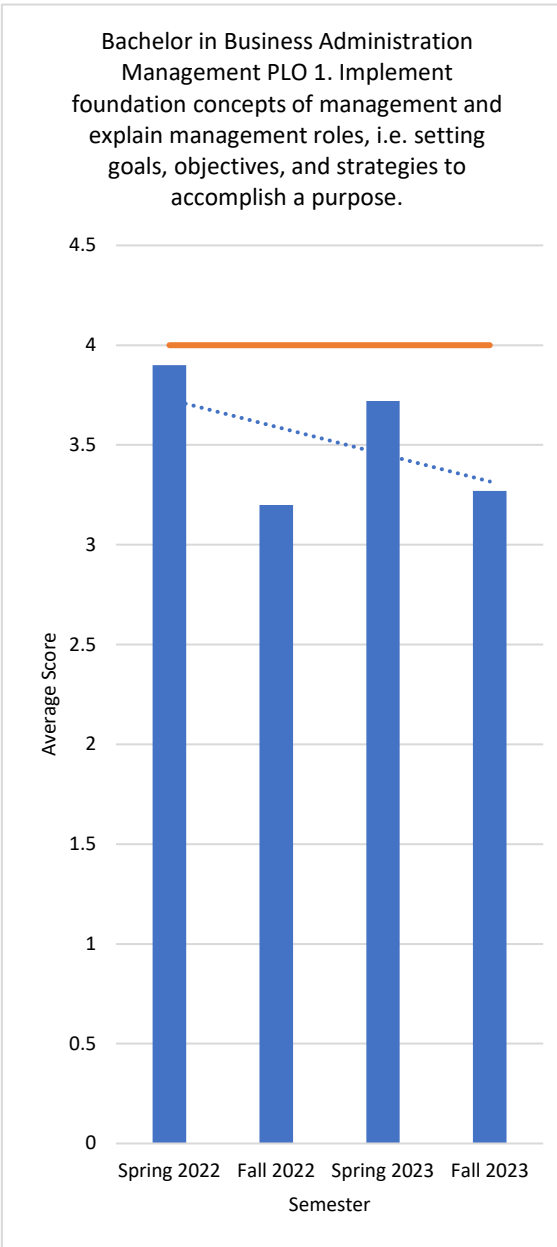
<p>Measurable goal. Students will score four (4) or more on various homework in some core business classes taken by the general business majors.</p>	<p style="text-align: center;">RESULTS</p>  <p style="text-align: center;">Bachelor in General Business PLO 5. Students will demonstrate mastery using information technology.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Fall 2022</td> <td>2.99</td> </tr> <tr> <td>Spring 2023</td> <td>3.0</td> </tr> <tr> <td>Fall 2023</td> <td>3.05</td> </tr> </tbody> </table>	Semester	Average Score	Fall 2022	2.99	Spring 2023	3.0	Fall 2023	3.05
Semester		Average Score							
Fall 2022		2.99							
Spring 2023		3.0							
Fall 2023		3.05							
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the BAS degree and collected through a series of rubrics created on Canvas Learning Management System (LMS).</p>									
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the General Business Bachelor (BAS). The goal has not been met in three academic semesters. The average score for the last three semesters is 2.99 and there is an increasing trend on the averages scores (2022-2023).</p>									
<p>Analysis of Results Students' scores show progress towards the goal. The recent trend needs to be observed longer to analyze data trends. The results also indicate the first time since the PLO's were instituted, that the General Business degree observes consistent data reported in PLO 1.</p>									
<p>Action Taken or Improvement made. Continue the curriculum mapping conversations in the assessment meetings. Engage the new General Business faculty in the conversation about the degree and the importance of the PLO's. Continue the assessment of class content by using pre and posttests in all classes.</p>									

BUSINESS MANAGEMENT BBA PROGRAM LEARNING OUTCOMES

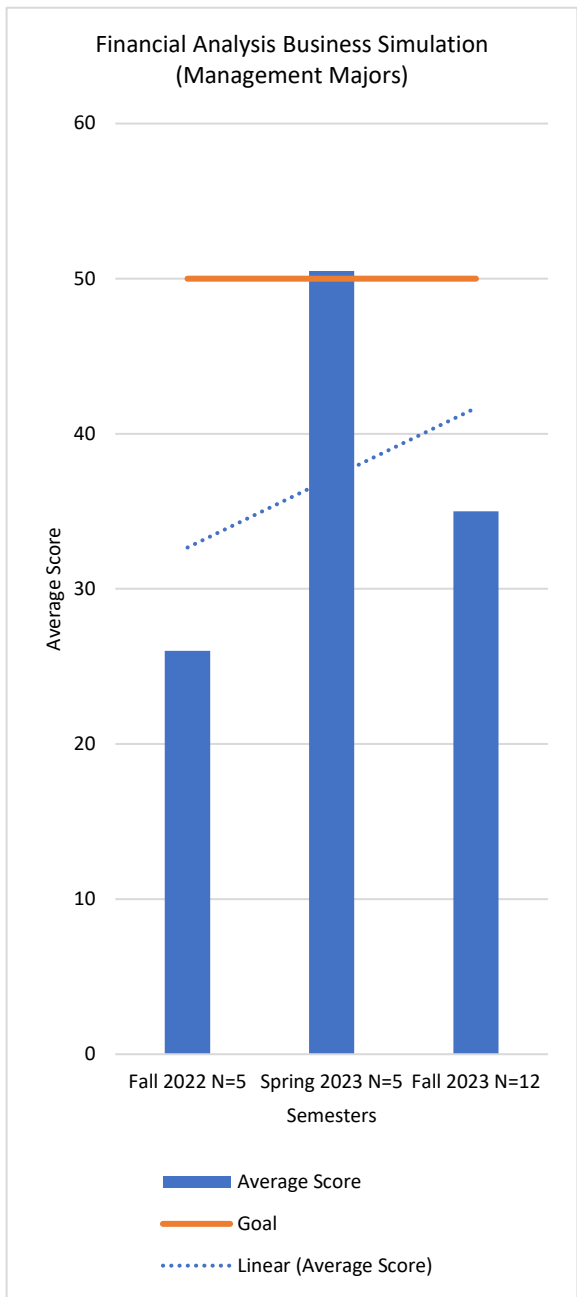
1. Implement foundational concepts of management and explain management roles, i.e. setting goals, objectives, and strategies to accomplish a purpose.

<p>Measurable goal. Business Management majors will score above an average of 70 all areas on the Major Field Test by a third-party provider (Peregrine).</p>	<p style="text-align: center;">RESULTS</p> <table border="1"> <caption>Total Score Peregrine Outbound Exam (Management Majors)</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>76</td> </tr> <tr> <td>Fall 2022</td> <td>71</td> </tr> <tr> <td>Spring 2023</td> <td>68</td> </tr> <tr> <td>Fall 2023</td> <td>82</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	76	Fall 2022	71	Spring 2023	68	Fall 2023	82
Semester		Average Score									
Spring 2022		76									
Fall 2022		71									
Spring 2023	68										
Fall 2023	82										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the third-party Major Field Test given at the Capstone course (BSAD 497).</p>											
<p>Current Results Goal is to score 70 or higher on the total score for the Major Field Test. Student's scores have shown an increasing trend. The students have reached the goal (70) in three of the four assessed semesters. The four-semester average score for the business management students is 74.</p>											
<p>Analysis of Results Business Management students reached the goal in three of four semesters. The lowest score was in spring 2023 (68). The School of Business uses the Major Field Test as one of the primary assessment tools. The recent trend needs to be observed longer to analyze data trends, although it is an increasing trend. The School of Business needs to utilize Peregrine Major Field Test results in combination with other methods of assessment.</p>											
<p>Action Taken or Improvement made. Continuing general reviews during BSAD 497 class. Need to assess the trend for longer periods. All students are now being assessed using pre and posttests in management and other classes. The analysis of the results as a department (School of Business) could contribute positively to reaching the goal. Management is the largest major in the School of Business, and the faculty may need to adjust coursework to consistently teach the basic concepts through the degree plan.</p>											

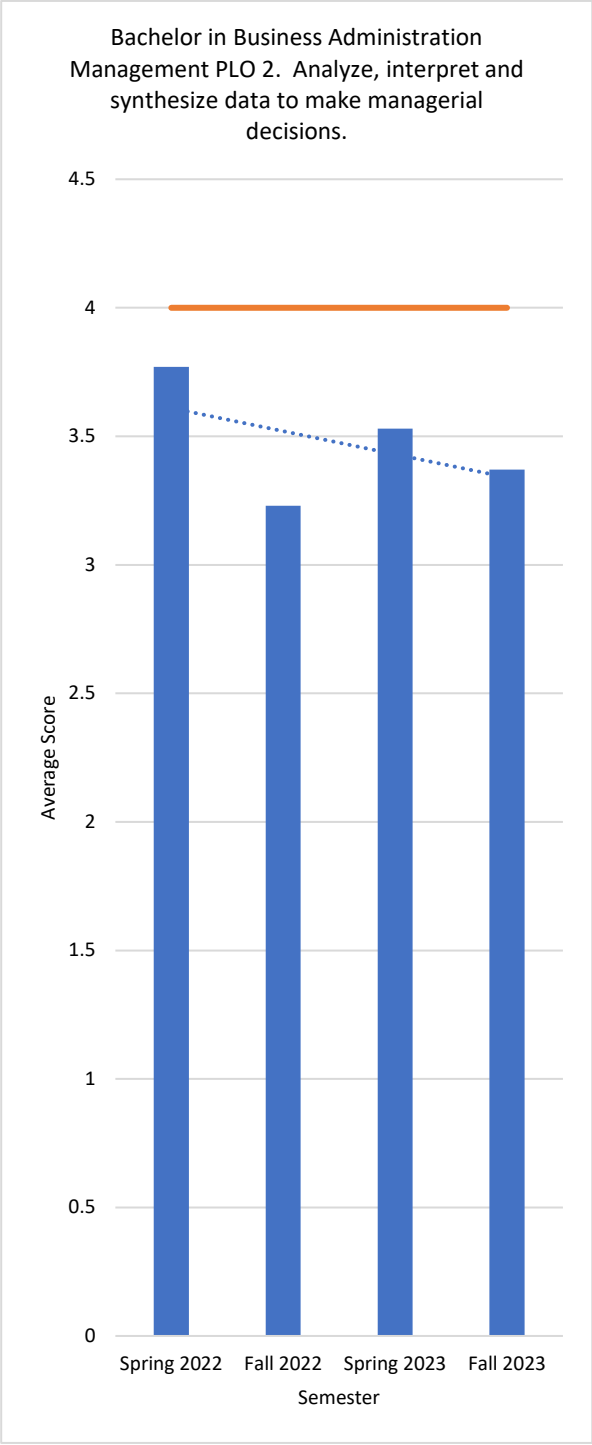
1. Implement foundational concepts of management and explain management roles, i.e. setting goals, objectives, and strategies to accomplish a purpose.

<p>Measurable goal. Business Management students will score four (4) or more, in several homework in the Business Management courses.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Bachelor in Business Administration Management PLO 1. Implement foundation concepts of management and explain management roles, i.e. setting goals, objectives, and strategies to accomplish a purpose.</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Average Score by Semester</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>3.9</td> </tr> <tr> <td>Fall 2022</td> <td>3.2</td> </tr> <tr> <td>Spring 2023</td> <td>3.7</td> </tr> <tr> <td>Fall 2023</td> <td>3.3</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	3.9	Fall 2022	3.2	Spring 2023	3.7	Fall 2023	3.3
Semester		Average Score									
Spring 2022		3.9									
Fall 2022		3.2									
Spring 2023		3.7									
Fall 2023	3.3										
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the degree and collected through the Canvas Learning Management System (LMS). The class project (Business Plan) is the instrument used to measure PLO 1. It is a comprehensive business plan/marketing plan/or feasibility study is prepared for an organization in the community. The students make recommendations to the organization on strategy, finances, marketing, and others.</p>											
<p>Current Results Goal is to achieve a score of 4 or more (1 to 5 scale) on the Program Learning Outcome # 1. The students did not reach the goal in the four semesters from spring 22 to Fall 2023. Moreover, a negative trend exists, and the average score is 3.52.</p>											
<p>Analysis of Results Students scored below the goal in all measured semesters, however they score higher in the spring semesters (which is a face-to-face class). The two fall semesters have similar scores, and this class is taught online only. The overall trend is a decreasing trend that needs to be studied longer for consistency in the results.</p>											
<p>Action Taken or Improvement made. The School of Business faculty is contemplating the idea of one project through the student tenure in the school. In that way the business plan at the end of their senior year, should have had input from multiple faculties. This must be integrated in the curriculum maps for all majors.</p>											

2. Analyze, interpret, and synthesize data to make managerial decisions.

<p>Measurable goal. Business Management students will score above an average of 50 on a business simulation by a third-party provider (specifically in the Financial Analysis section).</p>	<p style="text-align: center;">RESULTS</p>  <p style="text-align: center;">Financial Analysis Business Simulation (Management Majors)</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Semester</th> <th>Average Score</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2022 N=5</td> <td>26</td> <td>50</td> </tr> <tr> <td>Spring 2023 N=5</td> <td>50</td> <td>50</td> </tr> <tr> <td>Fall 2023 N=12</td> <td>35</td> <td>50</td> </tr> </tbody> </table>	Semester	Average Score	Goal	Fall 2022 N=5	26	50	Spring 2023 N=5	50	50	Fall 2023 N=12	35	50
Semester		Average Score	Goal										
Fall 2022 N=5		26	50										
Spring 2023 N=5		50	50										
Fall 2023 N=12	35	50											
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the Business Simulation assessment tool for the Capstone course (BSAD 497).</p>													
<p>Current Results The goal is to score 50 (average score) or higher. Students reached the goal in one of the three semesters (Spring 2023- when the class is taught face-to-face). The recent trend is an increasing one. The three-semester average score for the students is 37.</p>													
<p>Analysis of Results Students have been scoring below the goal for the last two spring semesters. However, the trend in the recent three semesters indicates increasing scores. The School of Business needs to evaluate the results from the simulation and its results in several areas, for consistency in the courses.</p>													
<p>Action Taken or Improvement made. Continue using the business simulation and provide constant reviews during the BSAD 497 class. Use additional projects to provide support to the decision-making skills and data-oriented decisions of the students. Continue requiring the students to complete the 3-year strategic plan for the business simulation. The analysis of the results as a department (School of Business) could contribute positively to reaching the goal.</p>													

2. Analyze, interpret, and synthesize data to make managerial decisions.

<p>Measurable goal. Business Management Students will score four (4) or more, in several homework in the business management courses.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Bachelor in Business Administration Management PLO 2. Analyze, interpret and synthesize data to make managerial decisions.</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>3.8</td> </tr> <tr> <td>Fall 2022</td> <td>3.2</td> </tr> <tr> <td>Spring 2023</td> <td>3.5</td> </tr> <tr> <td>Fall 2023</td> <td>3.4</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	3.8	Fall 2022	3.2	Spring 2023	3.5	Fall 2023	3.4
Semester		Average Score									
Spring 2022		3.8									
Fall 2022		3.2									
Spring 2023		3.5									
Fall 2023	3.4										
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the degree and collected through the Canvas Learning Management System (LMS). The class project (Business Plan) is the instrument used to measure PLO 2. It is a comprehensive business plan/marketing plan/or feasibility study is prepared for an organization in the community.</p>											
<p>Current Results The goal is to achieve a score of 4 or more (1 to 5 scale) on the Program Learning Outcome # 2. The students did not reach the goal during the recorded periods. Moreover, a negative trend exists. The four-period average score for the Business Management students is 3.47.</p>											
<p>Analysis of Results Students scored below the goal in all four semesters. However, the trend is an increasing trend. When analyzed individually, the fall semesters show an increasing trend, while the spring semesters show a negative trend line. The trend needs to be studied longer for consistency in the results, since the delivery method of the class changes from spring to fall.</p>											
<p>Action Taken or Improvement made. Increased in-class exercises that include data analysis to address this low score, especially in the Spring semesters. Increase the number of cases and class discussions. The School of Business faculty is contemplating the idea of one project through the student tenure in the school. In that way the business plan at the end of their senior year, should have had input from multiple faculties. This must be integrated in the curriculum maps for all majors.</p>											

3. Synthesize information from applicable disciplines into management concepts.

<p>Measurable goal. Business Management majors will score above an average of 70 in the management areas of the Major Field Test provided by a third-party provider (Peregrine).</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Peregrine Outbound Exam Management Section (Management Majors)</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>81</td> </tr> <tr> <td>Fall 2022</td> <td>68</td> </tr> <tr> <td>Spring 2023</td> <td>86</td> </tr> <tr> <td>Fall 2023</td> <td>87</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	81	Fall 2022	68	Spring 2023	86	Fall 2023	87
Semester		Average Score									
Spring 2022		81									
Fall 2022		68									
Spring 2023		86									
Fall 2023	87										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the third-party Major Field Test given at the Capstone course (BSAD 497).</p>											
<p>Current Results The goal is to score 70 (average score) or higher on the management section of the Major Field Test. The Business Management students have reached the goal in three of the four semesters. An increasing trend exists. The four-semester average score is 80 for the Business Management students.</p>											
<p>Analysis of Results An increasing trend shows improvement in the Business Management scores. The School of Business uses the Major Field Test as one of the primary assessment tools. The recent trend needs to be observed longer to analyze data trends. The School of Business needs to utilize Peregrine Major Field Test results in combination with other methods of assessment.</p>											
<p>Action Taken or Improvement made. Continue using the business simulation and provide constant reviews during the BSAD 497 class. Use additional projects supporting managerial concepts and development of skills in strategic management. Continue requiring the students to complete the 3-year strategic plan in the business simulation. All students are now being assessed using pre and posttests in management and other classes. The analysis of the results as a department (School of Business) could contribute positively to reaching the goal.</p>											

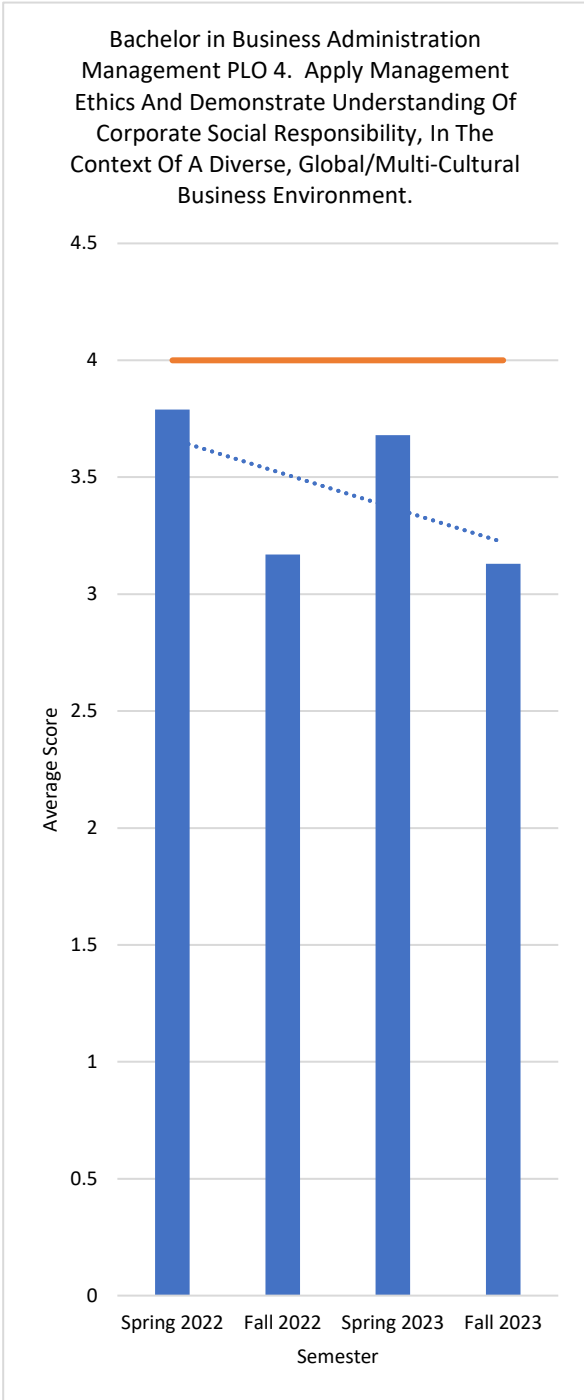
3. Synthesize information from applicable disciplines into management concepts.

<p>Measurable goal. Business Management Students will score four (4) or more, in several homework in the business management courses.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Bachelor in Business Administration Management PLO 3. Synthesize Information From Application Disciplines Into Management Concepts.</p> <table border="1"> <caption>Average Score Data</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>3.7</td> </tr> <tr> <td>Fall 2022</td> <td>3.3</td> </tr> <tr> <td>Spring 2023</td> <td>3.5</td> </tr> <tr> <td>Fall 2023</td> <td>3.3</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	3.7	Fall 2022	3.3	Spring 2023	3.5	Fall 2023	3.3
Semester		Average Score									
Spring 2022		3.7									
Fall 2022		3.3									
Spring 2023		3.5									
Fall 2023	3.3										
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the degree and collected through the Canvas Learning Management System (LMS). The class project (Business Plan) is the instrument used to measure PLO 3. It is a comprehensive business plan/marketing plan/or feasibility study is prepared for an organization in the community. The students make recommendations to the organization on strategy, finances, marketing, and others.</p>											
<p>Current Results The goal is to achieve a score of 4 or more (1 to 5 scale) on the Program Learning Outcome # 3. The students have not reached the goal during the data periods. Additionally, negative trend exists, and the four-year average score is 3.46 for the Business Management students.</p>											
<p>Analysis of Results There is a decreasing trend in the scores for the Business Management students, especially for the scores in the spring semesters (face-to-face class). When analyzed individually, the fall semesters show an increasing trend, while the spring semesters show a negative trend line. The trend needs to be studied longer for consistency in the results, since the delivery method of the class changes from spring to fall.</p>											
<p>Action Taken or Improvement made. Continue using real business projects for the capstone class. Increase the discussion of the theories in management and human resources. Provide reviews in other disciplines and areas such as Finance, Accounting and Economics, especially in the face-to-face classes. The School of Business faculty is contemplating the idea of one project through the student tenure in the school. In that way the business plan at the end of their senior year, should have had input from multiple faculties. This must be integrated in the curriculum maps for all majors.</p>											

4. Apply management ethics and demonstrate understanding of corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.

<p>Measurable goal. Business Management students will score above an average of 50 on a business simulation by a third-party provider (specifically in the Corporate Social Responsibility section).</p>	<p style="text-align: center;">RESULTS</p> <table border="1"> <caption>Corporate Social Responsibility- Business Simulation (Management Majors)</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2022 N=5</td> <td>66</td> <td>50</td> </tr> <tr> <td>Spring 2023 N=5</td> <td>29</td> <td>50</td> </tr> <tr> <td>Fall 2023 N=12</td> <td>72</td> <td>50</td> </tr> </tbody> </table>	Semester	Average Score	Goal	Fall 2022 N=5	66	50	Spring 2023 N=5	29	50	Fall 2023 N=12	72	50
Semester		Average Score	Goal										
Fall 2022 N=5		66	50										
Spring 2023 N=5		29	50										
Fall 2023 N=12		72	50										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the Business Simulation assessment tool for the Capstone course (BSAD 497).</p>													
<p>Current Results The goal is to score 50 (average score) or higher on the Corporate Social Responsibility section. Management students show an increasing trend in scores at the Corporate Social responsibility section from fall 2022 to fall 2023. The goal was achieved in two of the three semesters. The three-semester average score is 56 for the Management Students.</p>													
<p>Analysis of Results Student's scores show an increasing trend since fall 2022. However, there was a crash in the scores in spring 2022. The School of Business need to evaluate the results from the simulation and its results in several areas, for consistency in the courses.</p>													
<p>Action Taken or Improvement made. Continue using the Business Simulation and provide constant reviews during the BSAD 497 class. Use other projects to provide support to global awareness skills for the students. Continue requiring the students to complete the 3-year strategic plan for the business simulation. The analysis of the results as a department (School of Business) could contribute positively to reaching the goal.</p>													

4. Apply management ethics and demonstrate understanding of corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.

<p>Measurable goal. Business Management Students will score four (4) or more, in several homework in the business management courses.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Bachelor in Business Administration Management PLO 4. Apply Management Ethics And Demonstrate Understanding Of Corporate Social Responsibility, In The Context Of A Diverse, Global/Multi-Cultural Business Environment.</p>  <table border="1" data-bbox="927 359 1507 1751"> <caption>Average Score by Semester</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>3.8</td> </tr> <tr> <td>Fall 2022</td> <td>3.2</td> </tr> <tr> <td>Spring 2023</td> <td>3.7</td> </tr> <tr> <td>Fall 2023</td> <td>3.1</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	3.8	Fall 2022	3.2	Spring 2023	3.7	Fall 2023	3.1
Semester		Average Score									
Spring 2022		3.8									
Fall 2022		3.2									
Spring 2023	3.7										
Fall 2023	3.1										
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the Business Management degree and collected through the Canvas Learning Management System (LMS). The class project (Business Plan) is the instrument used to measure PLO 4. It is a comprehensive business plan/marketing plan/or feasibility study is prepared for an organization in the community. The students make recommendations to the organization on strategy, finances, marketing, and others.</p>											
<p>Current Results The goal is to achieve a score of 4 or more (1 to 5 scale) on the Program Learning Outcome # 4. Business Management students have not reached the goal in four semesters of recorded data. Moreover, the trend is negative with the highest score achieved in 2022. The four-year averages score is 3.44 for the Business Management students.</p>											
<p>Analysis of Results Students have been scoring below the goal for each reported semester. The trend is negative regardless of how we look at the semesters (Fall or Spring). The trend needs to be studied longer for consistency in the results, since the delivery method of the class changes from spring to fall. However, it is obvious we need to work in conveying the concepts of ethics and corporate social responsibility better.</p>											
<p>Action Taken or Improvement made. Continue using real and current business projects. Increase the discussion of the theories in Management and Human Resources. Provide current cases to analyze ethical behavior. Incentivize students to take an active role in public discussions about ethics and corporate social responsibility,</p>											

5. Exhibit effective oral and written communication skills related to management activities.

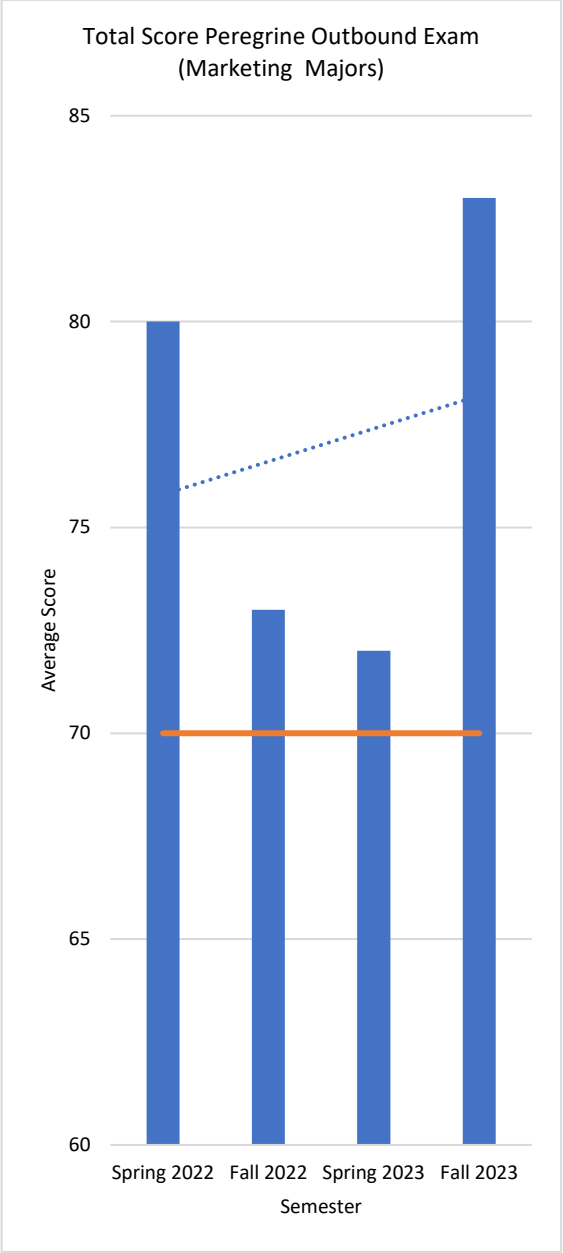
<p>Measurable goal. Business Management students will score above an average of 50 on a business simulation by a third-party provider (specifically in the Strategic Analysis and Planning section).</p>	<p style="text-align: center;">RESULTS</p> <table border="1"> <caption>Strategic Analysis & Planning-Business Simulation (Management Majors)</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2022 (N=5)</td> <td>36</td> <td>50</td> </tr> <tr> <td>Spring 2023 (N=5)</td> <td>44</td> <td>50</td> </tr> <tr> <td>Fall 2023 (N=12)</td> <td>52</td> <td>50</td> </tr> </tbody> </table>	Semester	Average Score	Goal	Fall 2022 (N=5)	36	50	Spring 2023 (N=5)	44	50	Fall 2023 (N=12)	52	50
Semester		Average Score	Goal										
Fall 2022 (N=5)		36	50										
Spring 2023 (N=5)		44	50										
Fall 2023 (N=12)		52	50										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the Business Simulation assessment tool for the Capstone course (BSAD 497).</p>													
<p>Current Results The goal is to score 50 (average score) or higher on the Strategic Analysis and Planning area. Management students' scores showed an increasing trend in this section. The students reached the goal in one of the three semesters. The three-semester average score for the Business Management students is 44.</p>													
<p>Analysis of Results Students scored above the goal in one out of the three most recent semesters. The School of Business need to evaluate the results from the simulation and its results in several areas, for consistency in the courses</p>													
<p>Action Taken or Improvement made. Continue using the business simulation and provide constant reviews during the BSAD 497 class. Use additional projects to provide support to the written and communication skills for the students. Continue requiring the students to complete the 3-year strategic plan for the business simulation. The analysis of the results as a department (School of Business) could contribute positively to reaching the goal.</p>													

5. Exhibit effective oral and written communication skills related to management activities.

<p>Measurable goal. Business Management students will score four (4) or more, on homework or assignments that are used to enhance these skills in the Business Management courses.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Bachelor in Business Administration Management PLO 5. Exhibit effective oral and written communication skills related to management activities.</p> <table border="1"> <caption>Average Score by Semester</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>3.4</td> </tr> <tr> <td>Fall 2022</td> <td>3.0</td> </tr> <tr> <td>Spring 2023</td> <td>3.2</td> </tr> <tr> <td>Fall 2023</td> <td>3.15</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	3.4	Fall 2022	3.0	Spring 2023	3.2	Fall 2023	3.15
Semester		Average Score									
Spring 2022		3.4									
Fall 2022		3.0									
Spring 2023		3.2									
Fall 2023	3.15										
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the degree and collected through the Canvas Learning Management System (LMS). The class project (Business Plan) is the instrument used to measure PLO 5. It is a comprehensive business plan/marketing plan/or feasibility study is prepared for an organization in the community. The students make recommendations to the organization on strategy, finances, marketing, and others.</p>											
<p>Current Results The goal is to achieve a score of 4 or more (1 to 5 scale) on the Program Learning Outcome # 5. Business Management students have scored below the goal, and the data shows a decreasing trend. The four-year average score for the business Management Students is 3.19.</p>											
<p>Analysis of Results Students scored below the goal in all semesters assessed. Some improvement was seen on the fall semesters (if analyzed individually); however, the overall trend is negative. The trend needs to be studied longer for consistency in the results, since the delivery method of the class changes from spring to fall.</p>											
<p>Action Taken or Improvement made. Continue using real and current business projects. By asking for multiple drafts to be submitted before the final project, this provides opportunities for feedback. Use external resources and current instruments such as AI to integrate effective and meaningful learning of the subject (communication). Moreover, bind the instruments, performance, and scores to managerial activities.</p>											

MARKETING BBA PROGRAM LEARNING OUTCOMES

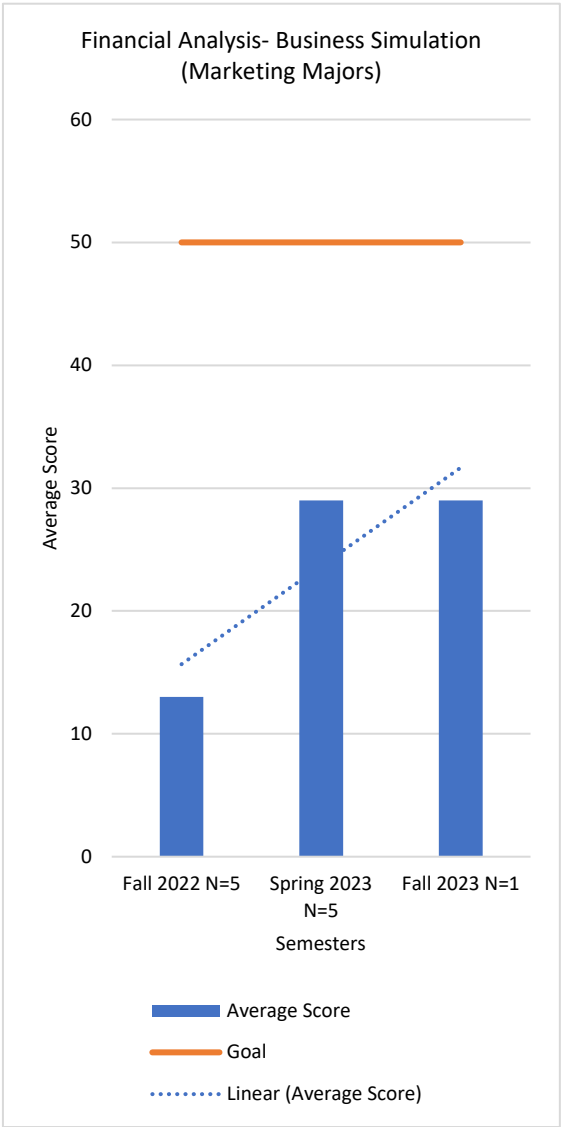
1. Implement foundational concepts of marketing and explain marketing functions.

<p>Measurable goal. Marketing majors will score above an average of 70 on the Major Field Test by a third-party provider (Peregrine).</p>	<p style="text-align: center;">RESULTS</p>  <table border="1" data-bbox="883 401 1442 1646"> <caption>Total Score Peregrine Outbound Exam (Marketing Majors)</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>80</td> </tr> <tr> <td>Fall 2022</td> <td>73</td> </tr> <tr> <td>Spring 2023</td> <td>72</td> </tr> <tr> <td>Fall 2023</td> <td>83</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	80	Fall 2022	73	Spring 2023	72	Fall 2023	83
Semester		Average Score									
Spring 2022		80									
Fall 2022		73									
Spring 2023	72										
Fall 2023	83										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the third-party Major Field Test given at the Capstone course (BSAD 497).</p>											
<p>Current Results The goal is to score 70 (average score) or higher. Students have reached the goal in all four semesters (spring 2022 to fall 2023). Student scores show an increasing trend with the highest score being in the most recent semester reported (fall 2019). The four-semester average score for the Marketing students is 77.</p>											
<p>Analysis of Results Students have been improving their scores in the total scores for their exit exams. The School of Business uses the Major Field Test as one of the primary assessment tools. The recent trend needs to be observed longer to analyze data trends. The School of Business needs to utilize Peregrine Major Field Test results in combination with other methods of assessment.</p>											
<p>Action Taken or Improvement made. Continuing general reviews during the BSAD 497 class. Need to assess the trend for longer periods. Also utilize Peregrine Major Field Test results in combination with other methods of assessment in all Marketing classes (pre/posttests, weekly discussion posts, mid-term papers & final learning team projects) from real world organizations to promote learning of foundational Marketing concepts.</p>											

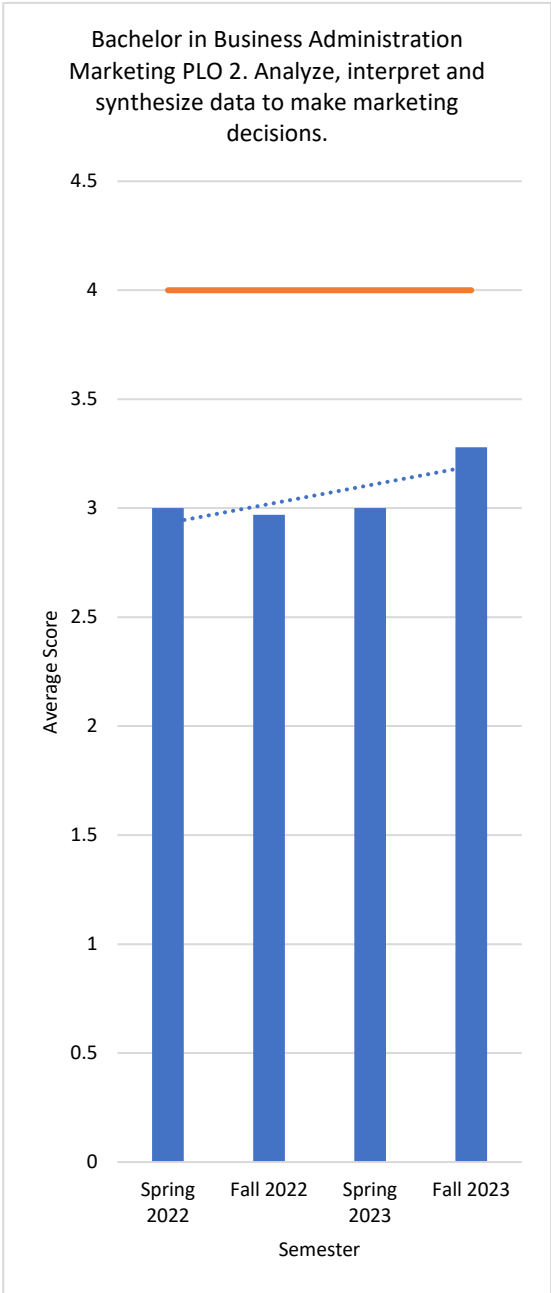
1. Implement foundational concepts of marketing and explain marketing functions.

<p>Measurable goal. Marketing students will score four (4) or more, in several homework in the Marketing courses.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Bachelor in Business Administration Marketing PLO 1. Implement Foundational Concepts of Marketing and Explain Marketing Functions</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>3.05</td> </tr> <tr> <td>Fall 2022</td> <td>2.95</td> </tr> <tr> <td>Spring 2023</td> <td>3.1</td> </tr> <tr> <td>Fall 2023</td> <td>3.3</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	3.05	Fall 2022	2.95	Spring 2023	3.1	Fall 2023	3.3
Semester		Average Score									
Spring 2022		3.05									
Fall 2022		2.95									
Spring 2023	3.1										
Fall 2023	3.3										
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the degree and collected through the Canvas Learning Management System (LMS).</p>											
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the Marketing courses required for the bachelor's in marketing degree. The goal was not met in any of the four assessed periods. The three-year average score for the students is 3.10. However, the trendline is a positive one, indicating improvements towards reaching the goal.</p>											
<p>Analysis of Results The results show the average score for the Marketing Program Learning Outcome # 1. The calculation includes homework assessing program outcomes in Marketing courses. The goal was not reached in any of the periods, but the trend is an increasing one from spring 2022 to fall 2023.</p>											
<p>Action Taken or Improvement made. Increase in-class exercises that include data interpretation, summaries, and analysis through use of cases and class discussions. Increase the use of pre and posttests to assess class content and modify it, if needed. All students are now being assessed using pre and posttests in Marketing and other classes. The reinforcement of concepts in the principle's classes needs to be constantly assessed.</p>											

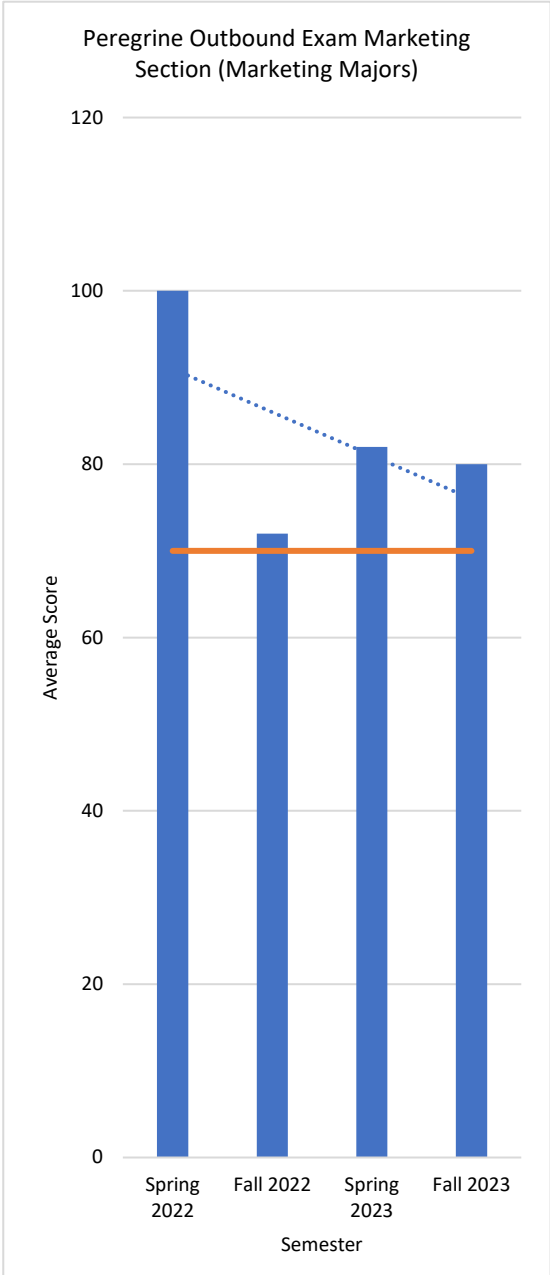
2. Analyze, interpret, and synthesize data to make marketing decisions.

<p>Measurable goal. Marketing students will score above an average of 50 on a business simulation by a third-party provider (specifically in the Financial Analysis section).</p>	<p style="text-align: center;">RESULTS</p>  <table border="1" data-bbox="889 415 1446 1535"> <caption>Financial Analysis- Business Simulation (Marketing Majors)</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2022 N=5</td> <td>13</td> <td>50</td> </tr> <tr> <td>Spring 2023 N=5</td> <td>29</td> <td>50</td> </tr> <tr> <td>Fall 2023 N=1</td> <td>29</td> <td>50</td> </tr> </tbody> </table>	Semester	Average Score	Goal	Fall 2022 N=5	13	50	Spring 2023 N=5	29	50	Fall 2023 N=1	29	50
Semester		Average Score	Goal										
Fall 2022 N=5		13	50										
Spring 2023 N=5		29	50										
Fall 2023 N=1		29	50										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the Business Simulation assessment tool for the Capstone course (BSAD 497).</p>													
<p>Current Results The goal is to score 50 (average score) or higher. Marketing students show an increasing trend in scoring in this section. Marketing students have not reached the goal in the last three semesters. The three-semester average score is 23.</p>													
<p>Analysis of Results The marketing students have been scoring below the goal. They scored extremely low in fall 2022. There was only one marketing student participating in the simulation in Fall 2023. However, an increasing trend can be seen from the three semester testing periods.</p>													
<p>Action Taken or Improvement made. Continuing general reviews during the BSAD 497 class. Need to assess the trend for a longer period. Continue requiring the students to complete the 3-year strategic plan for the business simulation. All students are now being assessed using pre and posttests in marketing and other classes. The analysis of the results as a department (School of Business) could contribute positively to reaching the goal.</p>													

2. Analyze, interpret, and synthesize data to make marketing decisions.

<p>Measurable goal. Marketing students will score four (4) or more, in several homework in the marketing courses.</p>	<p style="text-align: center;">RESULTS</p>  <p style="text-align: center;">Bachelor in Business Administration Marketing PLO 2. Analyze, interpret and synthesize data to make marketing decisions.</p> <table border="1" data-bbox="906 321 1453 1606"> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>3.0</td> </tr> <tr> <td>Fall 2022</td> <td>2.95</td> </tr> <tr> <td>Spring 2023</td> <td>3.0</td> </tr> <tr> <td>Fall 2023</td> <td>3.2</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	3.0	Fall 2022	2.95	Spring 2023	3.0	Fall 2023	3.2
Semester		Average Score									
Spring 2022		3.0									
Fall 2022		2.95									
Spring 2023	3.0										
Fall 2023	3.2										
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the degree and collected through the Learning Management System Canvas.</p>											
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the marketing courses conducting to the bachelor's in marketing. The goal was not met in any of the four periods assessed. The four-period average score for the last four semesters is 3.06.</p>											
<p>Analysis of Results The results show the average score for the Marketing Program Learning Outcome # 1. The calculation includes homework assessing program outcomes in Marketing courses. The goal was not reached in any of the periods, but the trend is an increasing one from spring 2022 to fall 2023.</p>											
<p>Action Taken or Improvement made. Increase in-class exercises that include data interpretation, summaries, and analyses. Increase the number of cases and class discussions. Increase the use of pre and posttests to assess class content and modify it, if needed. All students are now being assessed using pre and posttests in management and other classes.</p>											

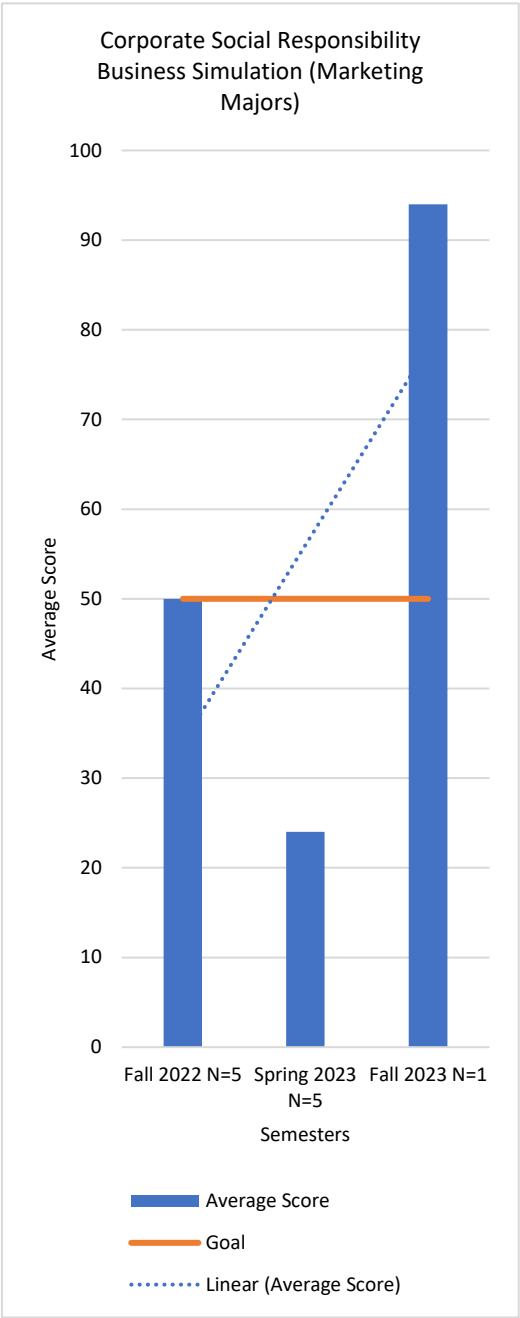
3. Synthesize information from applicable disciplines into marketing concepts.

<p>Measurable goal. Marketing majors will score above an average of 70 in the marketing area of the Major Field Test by a third-party provider (Peregrine).</p>	<p style="text-align: center;">RESULTS</p>  <table border="1" data-bbox="912 417 1458 1684"> <caption>Peregrine Outbound Exam Marketing Section (Marketing Majors)</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>100</td> </tr> <tr> <td>Fall 2022</td> <td>72</td> </tr> <tr> <td>Spring 2023</td> <td>82</td> </tr> <tr> <td>Fall 2023</td> <td>80</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	100	Fall 2022	72	Spring 2023	82	Fall 2023	80
Semester		Average Score									
Spring 2022		100									
Fall 2022		72									
Spring 2023		82									
Fall 2023	80										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the third-party Major Field Test given at the Capstone course (BSAD 497).</p>											
<p>Current Results The goal is to score 70 (average score) or higher in the Marketing section. Notwithstanding achieving the goal in all four assessed periods, the marketing students show a decreasing trend in scoring in the marketing area of the Major Field Test. The highest scores have been achieved in spring 2022, which have exceeded the goal. The four-semester average score is 84.</p>											
<p>Analysis of Results Marketing students have exceeded the goal in all four semesters record. The School of Business uses the Major Field Test as one of the primary assessment tools. The recent trend needs to be observed longer to analyze data trends. The School of Business needs to utilize Peregrine Major Field Test results in combination with other methods of assessment.</p>											
<p>Action Taken or Improvement made. Continuing general reviews during the BSAD 497 class. Need to assess the trend for longer periods. Also utilize Peregrine Major Field Test results in combination with other methods of assessment in all Marketing classes including pre/posttests, weekly discussion posts, mid-term papers & final learning team projects for real world organizations to promote foundational Marketing concepts.</p>											

3. Synthesize information from applicable disciplines into marketing concepts.

<p>Measurable goal. Marketing students will score four (4) or more, in several homework in the marketing courses.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Bachelor in Business Administration Marketing PLO 3. Synthesize Information from Applicable Disciplines Into Marketing Concepts</p> <table border="1"> <caption>Average Score by Semester</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>2.3</td> </tr> <tr> <td>Fall 2022</td> <td>2.9</td> </tr> <tr> <td>Spring 2023</td> <td>3.6</td> </tr> <tr> <td>Fall 2023</td> <td>3.4</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	2.3	Fall 2022	2.9	Spring 2023	3.6	Fall 2023	3.4
Semester		Average Score									
Spring 2022		2.3									
Fall 2022		2.9									
Spring 2023		3.6									
Fall 2023	3.4										
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the degree and collected through the Learning Management System Canvas.</p>											
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the marketing courses conducting to the bachelor's in marketing. The goal was not met in any of the four semesters assessed. The average score for the last three years is 3.08.</p>											
<p>Analysis of Results The results show the average score of the Marketing Program Learning Outcome # 3. The calculation includes homework assessing program outcomes in marketing courses. The goal was not reached in any of the periods, but the trend is an increasing one from spring 2022 to fall 2023.</p>											
<p>Action Taken or Improvement made. Increase in-class exercises that include data interpretation, summaries, and case analysis. Increase the number of cases and class discussions. Increase the number of speakers to come in the classroom or increase the number of online workshops and speakers that merge marketing concepts with other disciplines.</p>											

4. Apply marketing ethics and demonstrate corporate social responsibility, in the context of a diverse, global/multi-cultural business environment.

<p>Measurable goal. Marketing students will score above an average of 50 on a business simulation by a third-party provider (specifically in the Corporate Social Responsibility section).</p>	<p style="text-align: center;">RESULTS</p>  <table border="1" data-bbox="898 394 1414 1703"> <caption>Corporate Social Responsibility Business Simulation (Marketing Majors)</caption> <thead> <tr> <th>Semester</th> <th>Average Score</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2022 N=5</td> <td>50</td> <td>50</td> </tr> <tr> <td>Spring 2023 N=5</td> <td>24</td> <td>50</td> </tr> <tr> <td>Fall 2023 N=1</td> <td>94</td> <td>50</td> </tr> </tbody> </table>	Semester	Average Score	Goal	Fall 2022 N=5	50	50	Spring 2023 N=5	24	50	Fall 2023 N=1	94	50
Semester		Average Score	Goal										
Fall 2022 N=5		50	50										
Spring 2023 N=5		24	50										
Fall 2023 N=1		94	50										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the Business Simulation assessment tool for the Capstone course (BSAD 497).</p>													
<p>Current Results The goal is to score 50 (average score) or higher on the Corporate Social Responsibility section. Marketing students reached the goal in two of the three semesters recorded. There is an increasing trend with respect to the scoring in this area. The three-semester average score is 56.</p>													
<p>Analysis of Results Students have been scoring above the goal except for spring 2023. There is an increasing trend in scoring that needs to be observed for a longer period. The School of Business need to evaluate the results from the simulation and its results in several areas, for consistency in the courses</p>													
<p>Action Taken or Improvement made. Continuing general reviews during the BSAD 497 class. Need to assess the trend for longer periods. All students are now being assessed using pre and posttests in marketing and other classes. The analysis of the results as a department (School of Business) could contribute positively to reaching the goal.</p>													

4. Exhibit effective oral and written communication skills related to marketing activities.

<p>Measurable goal. Marketing students will score above an average of 50 on a business simulation by a third-party provider (specifically in the Strategic Analysis and Planning section).</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Strategic Analysis & Planning- Business Simulation (Marketing Majors)</p> <table border="1"> <thead> <tr> <th>Semesters</th> <th>Average Score</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Fall 2022 N=5</td> <td>31</td> <td>50</td> </tr> <tr> <td>Spring 2023 N=5</td> <td>46</td> <td>50</td> </tr> <tr> <td>Fall 2023 N=1</td> <td>49</td> <td>50</td> </tr> </tbody> </table> <p style="text-align: center;">Average Score</p> <p style="text-align: center;">Semesters</p> <p style="text-align: center;"> ■ Average Score — Goal ⋯ Linear (Average Score) </p>	Semesters	Average Score	Goal	Fall 2022 N=5	31	50	Spring 2023 N=5	46	50	Fall 2023 N=1	49	50
Semesters		Average Score	Goal										
Fall 2022 N=5		31	50										
Spring 2023 N=5		46	50										
Fall 2023 N=1		49	50										
<p>What is your measurement instrument or process? Direct, Summative, External data obtained from the Business Simulation assessment tool for the Capstone course (BSAD 497).</p>													
<p>Current Results The goal is to score 50 (average score) or higher on the Strategic Analysis and Planning section. Marketing students show an increasing scoring trend in this area. Marketing students did not score above the goal in any of the three semesters on record. The three-semester average score is 42.</p>													
<p>Analysis of Results Marketing students have not reached the goal in three semesters. A clear increasing trend is shown in the graph. The School of Business needs to evaluate the results from the simulation and its results in several areas, for consistency in the courses.</p>													
<p>Action Taken or Improvement made. Continuing general reviews during BSAD 497 Class. Need to assess the trend for longer periods. Also utilize Peregrine Major Field Test results in combination with other methods of assessment in all Marketing classes including pre/posttests, weekly discussion posts, mid-term papers & final learning team projects for real world organizations to promote foundational Marketing concepts.</p>													

5. Exhibit effective oral and written communication skills related to marketing activities.

<p>Measurable goal. Marketing students will score four (4) or more, in several homework in the marketing courses.</p>	<p style="text-align: center;">RESULTS</p> <p style="text-align: center;">Bachelor in Business Administration Marketing PLO 5. Exhibit effective oral and written communication skills related to marketing activities.</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2022</td> <td>3.0</td> </tr> <tr> <td>Fall 2022</td> <td>3.0</td> </tr> <tr> <td>Spring 2023</td> <td>2.9</td> </tr> <tr> <td>Fall 2023</td> <td>3.4</td> </tr> </tbody> </table>	Semester	Average Score	Spring 2022	3.0	Fall 2022	3.0	Spring 2023	2.9	Fall 2023	3.4
Semester		Average Score									
Spring 2022		3.0									
Fall 2022		3.0									
Spring 2023		2.9									
Fall 2023	3.4										
<p>What is your measurement instrument or process? Direct, formative, internal, comparative data built into the curriculum map for the degree and collected through the Learning Management System Canvas.</p>											
<p>Current Results The goal of a four (4) or above was set as the benchmark for students in the marketing courses conducting to the bachelor's in marketing. The goal was not met in any of the most recent assessed periods. However, there is an increasing trend in the scores per semester. The average score for the last four semesters is 3.06.</p>											
<p>Analysis of Results The results show an increasing average score of the Marketing Program Learning Outcome # 5. The calculation includes homework assessing program outcomes in marketing courses. The goal was not reached in any of the periods, but the trend is an increasing one from spring 2022 to fall 2023.</p>											
<p>Action Taken or Improvement made. Increase in-class exercises that include data interpretation, summaries, and case analysis. Increase the number of cases and class discussions. Encourage the students to take the new courses in marketing including communications and social media.</p>											