Academic Program Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that an institution "identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

Be sure to SAVE your progress as you work!

Academic Program
Business Administration, B.S.

Submission Year
2021-2022

Assessment Coordinator Name
Mike Shurden

Enter Assessment Coordinator Email
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Program Goal

Goal

Goal 1

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
Lander business graduates will have a clear perception of business ethics.

Pillar of Success Supported
High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome

Students will be able to identify and analyze ethical issues.

Timeframe for this Outcome
Academic Year 2021-2022

Performance Target for "Met"
Students will be required to score a 70% or higher on assessment tool used within selected COB course.

Performance Target for "Partially Met"
Assessment scores that range between 65% ;and 69% on assessment tools used within selected COB course will result in the criteria qualifying as partially met.

Performance Target for "Not Met"
Assessment scores less than 65% on assessment tools used within selected COB course will result in the criteria noted as not met.

Assessment Measure Used	**Frequency of Assessment**
Case	every other year

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
100% of students scored 70% or higher	3

Comments/Narrative
The ethics goal was last assessed in Spring 2021. The goal was assessed with a case study in FINA 301.   An ethics assessment rubric was used to score the responses. The results indicate students are able to identify and analyze ethical issues as well as social responsibility issues. However, continuous improvement efforts are underway to improve student performance.

Resources Needed to Meet/Sustain Results
none

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments
Analyze in Spring 2022

Changes Made/Proposed Related to Goal
none

Upload Rubrics/Other Files
ethics rubric.docx

Goal 2

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

Lander business graduates will be effective communicators in both oral and written communications.

Pillar of Success Supported
High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will be able to write effectively.

Timeframe for this Outcome
Academic Year 2021-2022

Performance Target for "Met"
Seventy percent of the students must score 70% or higher on writing sample.

Performance Target for "Partially Met"
Between between 66% and 69% of students score 70% or higher on writing sample.

Performance Target for "Not Met"
Less than 66% of students score 70% or higher on writing sample.

Assessment Measure Used	**Frequency of Assessment**
Writing sample from BA 414 assignment	every other year
Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Data were collected in Spring 2021. Data will be assessed this Spring for second time to prevent inter-rater reliability.	

Comments/Narrative
A writing rubric was used to assess writing samples. A different method of grading will be used to prevent inter-rater reliability.

Resources Needed to Meet/Sustain Results
none

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will be able to speak effectively.

Timeframe for this Outcome
Academic Year 2021-2022

Performance Target for "Met"
Seventy percent of the students must score 70% or higher on oral presentation rubric.

Performance Target for "Partially Met"
Between between 66% and 69% of students score 70% or higher on oral presentation.

Performance Target for "Not Met"
Less than 66% of students score 70% or higher on oral presentation.

Assessment Measure Used	Frequency of Assessment
Oral presentation recorded and graded by Oral presentation rubric.	every other year

Data Collected for this Timeframe (Results)	Score (Met=3, Partially Met=2, Not Met=1)
Data were collected in Fall 2021 and will be graded in Spring 2022.	

Comments/Narrative
An oral presentation rubric will be used to assess oral communication in Spring 2022.

Resources Needed to Meet/Sustain Results
none

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments
analyze in Spring 2022

Changes Made/Proposed Related to Goal
none

Upload Rubrics/Other Files

Dean's Email Address
mfekula@lander.edu

Approved by Dean?

Signature of Dean

Comments from Dean's Review