

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.A.S.

Submission Year

2022-2023

Assessment Coordinator Name

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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

To comply with Program Productivity standards as defined by the South Carolina Commission on Higher Education

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?

Operational Outcome

Enter Outcome

Major Enrollment

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

Using a five-year rolling average, the number of students enrolled in the major for Baccalaureate programs is greater than or equal to 12.5

Performance Target for "Partially Met"

Not Applicable

Performance Target for "Not Met"

Using a five-year rolling average, the number of students enrolled in the major for Baccalaureate programs is less than 12.5

Assessment Measure Used

Enrollment and Graduation data extracted from Banner

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

The five-year rolling average enrollment for the BAS is 31

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

The BAS Program started in Fall 2020 with an enrollment of 13 students and has doubled since then. Demand appears to be growing and strong.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not applicable

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?

Operational Outcome

Enter Outcome

Completions (Degrees Awarded)

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

Using a five-year rolling average, the number of degrees awarded for Baccalaureate programs is greater than or equal to 8

Performance Target for "Partially Met"

Not Applicable

Performance Target for "Not Met"

Using a five-year rolling average, the number of degrees awarded for Baccalaureate programs is less than 8

Assessment Measure Used

Graduation data extracted from Banner

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

The five-year rolling average of graduates for the BAS is 11

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

The BAS program averaged 11 graduates this year.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Goal Summary

Goal Summary/Comments

Average annually enrollment and graduates exceeded the target. Program demand appears to be growing and strong.

Changes Made/Proposed Related to Goal

None.

Upload Rubrics/Other Files

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

BAS graduates will have fundamental and applied business knowledge.

Pillar of Success Supported

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 describe and apply essential finance principles

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

Students will average at least 80% on questions related to financial statements and ratio analysis, and at least 80% of the students will achieve 70% or higher.

Performance Target for "Partially Met"

Students will average at least 70% on questions related to financial statements and ratio analysis, and at least 70% of the students will achieve 70% or higher.

Performance Target for "Not Met"

Students averaged less than 70% on questions related to financial statements and ratio analysis.

Assessment Measure Used

Direct:
Exam

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

14 BAS students were enrolled in two different sections of the finance class during this period. They achieved an 88% average on questions related to financial statements and ratio analysis, with 78.6% of the class scoring 70% or higher.

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

On average, the students met the target for this assessment, but students in the fall did not perform as well as the students in the spring. Two different instructors taught these courses, and took different approaches to financial statement and ratio analysis. To conduct this analysis we separated the BAS program students from the other students in the class. In both the fall and spring sections, the BAS

students performed better than the other students on exam questions related to financial statement and ratio analysis.

Since this is still a relatively new program with a small sample size of 14, and the target was met, no changes are planned at this time. A new full-time finance professor is ensuring consistency in the assessment measures.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

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 know essential marketing principles

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

Students will average at least 80% on the marketing exam, and at least 80% of the students will achieve 70% or higher.

Performance Target for "Partially Met"

Students will average at least 70% on the marketing exam, and at least 70% of the students will achieve 70% or higher.

Performance Target for "Not Met"

Students averaged less than 70% on the marketing exam.

Assessment Measure Used

Direct:
Exam

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

13 BAS students were enrolled in two different sections of the marketing class during this period.

Score (Met=3, Partially Met=2, Not Met=1)

2

They achieved an 88.5% average on the marketing exam, with 77% of the class scoring 70% or higher.

Comments/Narrative

The students partially met the target for this assessment because only 77% of the students achieved higher than 80%. The students in the fall did not perform as well as the students in the spring, even though they had the same curriculum and instructor. To conduct this analysis, we separated the BAS program students from the other students in the class. In the fall section, the BAS students did not perform as well as the other students (86% versus 96%). In the spring section, the BAS students outperformed the other students (91% versus 88%).

Despite the differences, the scores are comparable. Two of seven fall students scored 65% and pulled the average down. Since this is still a relatively new program with a small sample size of 13, and the target was partially met, no changes are planned at this time. A new full-time marketing professor is revisiting the assessment process and curriculum to ensure the objectives are aligned.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 3

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 know essential information systems principles

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

Students will average at least 80% on the information systems exam, and at least 80% of the students will achieve 70% or higher.

Performance Target for "Partially Met"

Students will average at least 70% on the information systems exam, and at least 70% of the students will achieve 70% or higher.

Performance Target for "Not Met"

Students averaged less than 70% on the information systems exam.

Assessment Measure Used

Direct:
Exam

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

20 BAS students were enrolled in two different sections of the information systems class during this period. They achieved a 93% average on the information systems exam, with 100% of the class scoring 70% or higher.

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

The students met the target for this assessment. To conduct this analysis, we separated the BAS program students from the other students in the class. In all cases, the BAS students outperformed the other students. The overall BAS average was 93% versus 90%). In the spring section, the BAS students outperformed the other students (93% versus 88%), and in the fall, 92 % versus 91%.

There are no changes proposed at this time.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable.

Outcome 4

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 know essential management principles

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

Students will average at least 80% on the management exam, and at least 80% of the students will achieve 70% or higher.

Performance Target for "Partially Met"

Students will average at least 70% on the management exam, and at least 70% of the students will achieve 70% or higher.

Performance Target for "Not Met"

Students averaged less than 70% on the management exam.

Assessment Measure Used

Direct:
Exam

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

20 BAS students were enrolled in three different sections of the management class during this period. They achieved an 87.1% average on the management exam, with 90% of the class scoring 70% or higher.

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

The students met the target for this assessment. To conduct this analysis, we separated the BAS program students from the other students in the class. In all cases, the BAS student performance was comparable to the other students, with only a .2% difference in the exam average.

There are no changes proposed at this time.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable.

Outcome 5

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 have core business knowledge

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 80% of the Learning and Development items on the exit survey.

Performance Target for "Partially Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Learning and Development items on the exit survey

Performance Target for "Not Met"

Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Learning and Development items on the exit survey.

Assessment Measure Used

Indirect: Student Program Exit Survey

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

Students will not complete this survey until Academic Year 2022-2023. The earliest results will be available at the end of the Fall 2022 semester.

Score (Met=3, Partially Met=2, Not Met=1)**Comments/Narrative**

This Exit Survey is new and scheduled for its first administration in Fall 2022

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not applicable

Outcome 6

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 have advanced business knowledge

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

Six of nine business elective hours will be in topics representing advanced business knowledge

Performance Target for "Partially Met"

Three of nine business elective hours will be in topics representing advanced business knowledge

Performance Target for "Not Met"

The nine business elective hours do not represent advanced business knowledge

Assessment Measure Used

Indirect:
Transcripts

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

This is a new outcome and data will be available during 2022-2023.

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative

This is a new outcome and because the BAS is still relatively new we are waiting for a larger sample before assessing this.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Goal Summary

Goal Summary/Comments

We improved our assessment system by adding new assessments in this goal and by using multiple measures in each assessment for this goal. For example, we are examining average scores, but also considering the percentage of students in the group who achieved a minimum target score.

The target score for finance knowledge was met. The target score for marketing was partially met because of our improvements to the assessment analysis measures. While marketing knowledge achieved most of its targets, adding the measure to assess the percentage of the class scoring at the minimum target revealed a small percentage below the desired target. Because there was significant variation in the student scores, our new full-time marketing professor is revisiting the assessment process and curriculum to ensure the objectives are aligned.

In management and Information systems knowledge, the students met the minimum percentage average score and the minimum percentage of the class scoring high enough to eat that target.

Where possible, we compared the performance of BAS students to the BSBA students in the same class section. BAS student performance was at least comparable, and in some cases higher than that of the be SBA students.

The exit survey and the advanced business knowledge measures are new. The associated results are not available until 2022-2023.

Changes Made/Proposed Related to Goal

Our new full-time finance professor has been tasked to ensure consistency in the assessment measures and assignments between the two finance course sections. The professor will make changes accordingly.

Because there was significant variation in the student marketing scores, our new full-time marketing professor is revisiting the assessment process and curriculum to ensure the objectives are aligned. The professor will make changes accordingly.

Upload Rubrics/Other Files

FINA 2021-2022 combined assessment.xlsx

MKT 2021-2022 assessment.xlsx

MGMT 2021-2022 assessment.xlsx

Info Systems 2021-2022 assessment.xlsx

COB BAS Exit Survey.pdf

Goal 3

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

BAS graduates will understand the manager's role in applying business knowledge to successful ventures.

Pillar of Success Supported

Robust Student Experience

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 apply finance principles to management decisions

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

Students will average at least 80% on financial statement and ratio analysis applied assignments, and

at least 80% of the students will achieve 70% or higher.

Performance Target for "Partially Met"

Students will average at least 70% on financial statement and ratio analysis applied assignments, and at least 70% of the students will achieve 70% or higher.

Performance Target for "Not Met"

Students averaged less than 70% on financial statement and ratio analysis applied assignments.

Assessment Measure Used

Direct:
Case or Assignments applying financial statement and ratio analysis principles

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

14 BAS students were enrolled in two different sections of the finance class during this period. They achieved an 83% average on the application of financial statement and ratio analysis assignments. However, only 71% (10 of 14 students) achieved higher than 70% on the assignment, so this target is partially met.

Score (Met=3, Partially Met=2, Not Met=1)

2

Comments/Narrative

The students partially met the target for this assessment because only 71% of the students achieved higher than 70%. The students in the fall did not perform as well as the students in the spring. Two different instructors taught these courses, and took different approaches to financial statement and ratio analysis. To conduct this analysis we separated the BAS program students from the other students in the class. In the fall sections, the BAS students did not perform as well as the other students (65% versus 76%). In the spring section, the BAS students outperformed the other students (96% versus 92%).

The difference in scores, suggests that the results are skewed both positively and negatively. Since this is still a relatively new program with a small sample size of 14, and the target was partially met, no changes are planned at this time. A new full-time finance professor is ensuring consistency in the assessment measures.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

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 apply marketing management principles to business

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

At least 80% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least: Total: 17.5, Chooses Product Category: 2.5, Identifies Brands: 2.5, Identifies Positioning Strategies: 2.5, Explains position communication to the target: 3, SD<1

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least the following in 3 of the 4 measures: Total: 17.5, Chooses Product Category: 2.5, Identifies Brands: 2.5, Identifies Positioning Strategies: 2.5, Explains position communication to the target: 3, SD<1

Performance Target for "Not Met"

Less than 70% of the students achieved at least 15 out of 25 points or the total average score was less than 17.5.

Assessment Measure Used

Direct:

Essay: Choose a product category (e.g., blue jeans), and identify at least three different brands and their respective positioning strategies. How is each position communicated to the target audience?

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

13 BAS students were enrolled in two different sections of the marketing class during this period. 84% of the students achieved a 15 or higher on the overall rubric. The total average was 17.9%. The students achieved the target for the following items: product category (3.3), identifies brands (3.6), and identifies positioning strategies (4.4). Explaining communication was below target with an average of 2.2 and standard deviation of 1.67.

Score (Met=3, Partially Met=2, Not Met=1)

2

Comments/Narrative

The students met the target for most of the measures, but we are calling this partially met because the item for discussing how each position is communicated to the target audience is below average with a large standard deviation. Seven out of 13 students did not meet expectations for this criterion, so this item needs attention. The marketing professors are being asked to address this in the curriculum.

Since the program is still new, the sample size is small, and most of the targets were met, there are no other actions directed at this time.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 3

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 identify the application of information systems by managers

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

At least 80% of the students will achieve at least 7 out of 10 points. The average Total and Item Scores will be at least: Total: 7, Describe Learning: 2.5, and Identify Application: 2.5.

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 7 out of 10 points. The average Total and Item Scores will be at least: Total: 7, Describe Learning: 2.5, and Identify Application: 2.5.

Performance Target for "Not Met"

Less than 70% of the students achieved at least 7 out of 10 points.

Assessment Measure Used

Direct:

Essay

Frequency of Assessment

every other year

Data Collected for this Timeframe (Results)

19 BAS students were enrolled in two different sections of the management information systems class during this period. 53% of the students achieved a 7 or higher on the overall rubric, which is below the target by 27%. The students met the target for the total average score, which was 7.2. In

Score (Met=3, Partially Met=2, Not Met=1)

2

addition, the students achieved the target for the following items: Describe Learning (4.1) and Identify Application (3.2).

Comments/Narrative

The students met the target for most of the measures, but we are calling this partially met because 53% instead of 80% of the students scored 7 or higher.

There is a large standard deviation for the item "Identify Application." Over 25% of the students scored "Does not meet expectations." In response, the MIS faculty member will improve the application lesson and assignment to ensure more students can clearly and thoroughly identify multiple examples of the application of information systems in business.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 4

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 know the manager's role in business

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

80% or more of the students report that they have adequately (or better) learned the manager's role in business.

Performance Target for "Partially Met"

At least 70% of the students report that they have adequately (or better) learned the manager's role in business.

Performance Target for "Not Met"

Less than 70% of the students report that they have adequately (or better) learned the manager's role in business.

Assessment Measure Used

Indirect: Student Program Exit Survey

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

Students will not complete this survey until Academic Year 2022-2023. The earliest results will be available at the end of the Fall 2022 semester.

Score (Met=3, Partially Met=2, Not Met=1)**Comments/Narrative**

This Exit Survey is new and scheduled for its first administration in Fall 2022.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Goal Summary

Goal Summary/Comments

The finance application assessment partially achieved the target because only 71% of the students achieved the minimum target score. In one section of the course, the BAS students outperformed the other students, while in another section their performance was lower. A new full-time finance professor is tasked with ensuring consistency in the assessment process. The professor will make changes accordingly.

In the marketing application assessment, the target was partially met. Seven out of 13 students did not meet expectations for this criterion, so this item needs attention. The marketing professors are being asked to address this in the curriculum and will make changes accordingly.

In the information systems application assessment, the target was also partially met because less than the required percentage of students met the minimum score. In this case, there was a large standard deviation because over 25% of the students scored "does not meet expectations." In response, the MIS faculty member will improve the lesson regarding the application of information systems.

Changes Made/Proposed Related to Goal

The finance professor is making changes to ensure the assessment process is consistent between sections.

The marketing professors are being tasked to address the issue of "communication to target market" in the curriculum.

The information systems faculty member is improving a lesson regarding the application of information systems in business

The exit survey is a new assessment instrument and these results will be available in 2022-2023.

Upload Rubrics/Other Files

FINA 2021-2022 combined assessment.xlsx

MKT-MGMT Application Results.xlsx

MIS Application Results.xlsx

Artifacts - Markets and Market Segments.pdf

Lander COB Information Systems Application
Rubric.pdf

BA 304 2021-2022 Artifacts.pdf

Lander COB Marketing Management Application
Rubric.pdf

COB BAS Exit Survey.pdf

Goal 4

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

BAS graduates will analyze, integrate, and apply information to solve problems and develop plans.

Pillar of Success Supported

Robust Student Experience

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 identify problems, formulate alternatives, and select appropriate solutions

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

70% or more of the students will score 9 or higher on the Problem Solving Assessment Rubric

Performance Target for "Partially Met"

At least 60% of the students will score 9 or higher on the Problem Solving Assessment Rubric

Performance Target for "Not Met"

Less than 60% of the students scored 9 or higher on the Problem Solving Assessment Rubric

Assessment Measure Used

Direct:
Problem Solving Case and Rubric

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

This goal was met with 70% of the students achieving a 9 or better on the Case.

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

This goal was met with 70% of the students achieving a 9 or better on the Case. There are no previous reports relevant to the BAS Program since the BAS is new. However, the Assessment Sub-Committee of the Curriculum Assessment, Management and Improvement (CAMI) will also be tasked to review the analysis process to include the item analysis of each rubric criterion to determine areas where scores are lower than others.

The only projected change is to add the assessment of rubric criterion items, in addition to the global score.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

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 analyze and integrate relevant information to determine business and corporate strategies

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

At least 80% of the students will achieve at least 7 out of 10 points. The average Total and Item Scores will be at least: Total: 7, Business-Level: 2.5, and Corporate-Level: 2.5.

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 7 out of 10 points. The average Total and Item Scores will be at least: Total: 7, Business-Level: 2.5, and Corporate-Level: 2.5.

Performance Target for "Not Met"

Less than 70% of the students achieved at least 7 out of 10 points or the Total Average Score was less than 7.

Assessment Measure Used

Direct:
Essay: Business-Level and Corporate-Level
Strategies

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

18 BAS students were enrolled in two different sections of the strategic management class during this period. 78% of the students achieved a 7 or higher on the overall rubric, which is below the target by 2%. The students met the target for the total average score, which was 7.8. In addition, the students achieved the target for the following items: business-level (4.1) and corporate-level (4.4).

Score (Met=3, Partially Met=2, Not Met=1)

2

Comments/Narrative

The students met the target for most of the measures, but we are calling this partially met because 78% instead of 80% of the students scored 7 or higher. However, one section had 88% of the students scoring 7 or higher while the other had 70%.

We are not making any changes at this time because much of the target was met, the questionable score was only 2% below target, one of the two sections was above target, and the sample size is still small relative to expected enrollment growth.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 3

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 know methods to analyze and solve problems to make decisions

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

80% or more of the students will report that they are adequately or better prepared in each of the following areas: Data Analysis, Problem Solving, and Decision Making.

Performance Target for "Partially Met"

At least 70% of the students will report that they are adequately or better prepared in each of the following areas: Data Analysis, Problem Solving, and Decision Making.

Performance Target for "Not Met"

Less than 70% of the students report that they are adequately or better prepared in each of the following areas: Data Analysis, Problem Solving, and Decision Making.

Assessment Measure Used

Indirect: Student Program Exit Survey

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

This Exit Survey is new and scheduled for its first administration in Fall 2022

Score (Met=3, Partially Met=2, Not Met=1)**Comments/Narrative**

Students will not complete this survey until Academic Year 2022-2023. The earliest results will be available at the end of the Fall 2022 semester.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Goal Summary

Goal Summary/Comments

The target for the problem-solving assessment was met, with 70% of the students achieving the minimum acceptable score on a case analysis. However, the assessment subcommittee is tasked to revise the analysis process to include the item analysis of each rubric criterion to determine if there are areas where some item scores are lower than others or outside of a target.

We are not making any changes at this time because much of the target was met. The questionable score was only 2% below target, one of the two sections was above target, and the sample size is still small relative to expected enrollment growth.

The assessment to measure integration and corporate strategies partially met its target. We are not making any changes at this time because much of the target was met, the questionable score was only 2% below target, one of the two sections was above target, and the sample size is still small relative to

expected enrollment growth.

The exit survey is new and the associated results are not available until 2022-2023.

Changes Made/Proposed Related to Goal

The assessment subcommittee is tasked to revise the analysis process to include the item analysis of each problem-solving rubric criterion to determine if there are areas where some item scores are lower than others or off target.

The new exit survey is providing additional data during 2022-2023.

Upload Rubrics/Other Files

Problem Solving Rubric.pdf

Sample of Assessed Cases - Spring 2022.pdf

Analysis, Integration, Decision Rubric.pdf

Strategy Integration Results.xlsx

Strategy Integration Artifacts 2021-2022.pdf

COB BAS Exit Survey.pdf

Goal 5

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

BAS graduates will have an appreciation for ethics and the societal issues of business.

Pillar of Success Supported

Robust Student Experience

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 and dilemmas.

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

80% or more of the students will score 70 or higher on the Ethics Assessment Rubric.

Performance Target for "Partially Met"

At least 70% of the students will score 70 or higher on the Ethics Assessment Rubric

Performance Target for "Not Met"

Less than 70% of the students scored 70 or higher on the Ethics Assessment Rubric.

Assessment Measure Used

Direct:
Case Essay

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

The target was met. 100% of the students scored 70% or higher on the ethics assessment with an average score of 84%

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

This goal was met with 100% of the students achieving 70% or higher on the ethics assessment with an average score of 84%. There are no previous reports relevant to the BAS Program since the BAS is new. However, the Assessment Sub-Committee of the Curriculum Assessment, Management and Improvement (CAMI) will also be tasked to review the analysis process to include the item analysis of each rubric criterion to determine areas where scores are lower than others.

The only projected change is to add the assessment of rubric criterion items, in addition to the global score.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

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 understand the societal issues impacting business

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

At least 80% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least: Total: 17.5, Affirms: 2.5, Identifies: 3 (SD<1), and Understands: 3 (SD<1).

Performance Target for "Partially Met"

At least 70% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least: Total: 17.5, Affirms: 2.5, Identifies: 3 (SD<1), and Understands: 3 (SD<1).

Performance Target for "Not Met"

Less than 70% of the students achieved at least 15 out of 25 points.

Assessment Measure Used

Direct:
Essay on social responsibility

Frequency of Assessment

Every other year

Data Collected for this Timeframe (Results)

13 BAS students were enrolled in two different sections of the marketing class during this period. 69% of the students achieved a 15 or higher on the overall rubric, which is below the target by 11%. The students met the target for an average score of 17.6. In addition, the students achieved the target for the following items: Affirming (4.1), Identifying (3.2), and Understanding (3.5).

Score (Met=3, Partially Met=2, Not Met=1)

2

Comments/Narrative

The students met the target for most of the measures, but we are calling this partially met because 69% instead of 80% of the students scored 15 or higher.

The item for "Identifies Relevant Societal Issues" had a large standard deviation. Nearly 40% of the students scored "Does not meet expectations" on this item. The marketing faculty member will improve the social responsibility lesson to ensure more students can identify societal issues in the context of business social responsibility.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable.

Outcome 3

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 know the ethical and societal aspects of business

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

80% or more of the students will report that they are adequately or better prepared in their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities.

Performance Target for "Partially Met"

At least 70% of the students will report that they are adequately or better prepared in their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities.

Performance Target for "Not Met"

Less than 70% of the students reported that they are adequately or better prepared in their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities.

Assessment Measure Used

Indirect: Student Program Exit Survey

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

This Exit Survey is new and scheduled for its first administration in Fall 2022

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative

Students will not complete this survey until Academic Year 2022-2023. The earliest results will be available at the end of the Fall 2022 semester.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Goal Summary

Goal Summary/Comments

The target for the assessment related to ethics was met. The only projected changes are to add the assessment of rubric criterion items, in addition to the global score being used.

The students met the target for most of the measures, but we are calling this partially met because 69% instead of 80% of the students scored 15 or higher.

The exit survey is new and the associated results are not available until 2022-2023.

Changes Made/Proposed Related to Goal

We will add the assessment of rubric criterion items to the ethics assessment, in addition to the global score being used.

The marketing faculty member will improve the social responsibility lesson to ensure more students can identify societal issues in the context of business social responsibility.

The exit survey is new and the associated results are not available until 2022-2023.

Upload Rubrics/Other Files

Ethics Assessment Rubric.pdf

Ethics Case 2021 - Pizza Redlining Assessment.pdf

Lander COB Societal Issues Rubric.pdf

MKT 201 2021-2022 Artifacts.pdf

Societal Issues Results.xlsx

COB BAS Exit Survey.pdf

Goal 6

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

BAS graduates will be ready to succeed in their careers and make a positive impact on society.

Pillar of Success Supported

Employer of Choice

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 assess their forward-thinking ability

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

80% or more of the students will report that they are adequately or better prepared to be forward-thinkers.

Performance Target for "Partially Met"

At least 70% of the students will report that they are adequately or better prepared to be forward-thinkers.

Performance Target for "Not Met"

Less than 70% of the students reported that they are adequately or better prepared to be forward-thinkers.

Assessment Measure Used

Indirect: Student Program Exit Survey

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

This Exit Survey is new and scheduled for its first administration in Fall 2022

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative

Students will not complete this survey until Academic Year 2022-2023. The earliest results will be available at the end of the Fall 2022 semester.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

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 assess the relevance of their knowledge to their career field

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

80% or more of the students will report that their knowledge is relevant to their career field.

Performance Target for "Partially Met"

At least 70% of the students will report that their knowledge is relevant to their career field.

Performance Target for "Not Met"

Less than 70% of the students reported that their knowledge is relevant to their career field.

Assessment Measure Used

Indirect: Student Program Exit Survey

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

This Exit Survey is new and scheduled for its first administration in Fall 2022

Score (Met=3, Partially Met=2, Not Met=1)**Comments/Narrative**

Students will not complete this survey until Academic Year 2022-2023. The earliest results will be available at the end of the Fall 2022 semester.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 3

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 assess their resourcefulness in their chosen career field

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

80% or more of the students will report that they are able to be resourceful in their career field.

Performance Target for "Partially Met"

At least 70% of the students will report that they are able to be resourceful in their career field.

Performance Target for "Not Met"

Less than 70% of the students reported that they are able to be resourceful in their career field.

Assessment Measure Used

Indirect: Student Program Exit Survey

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

This Exit Survey is new and scheduled for its first administration in Fall 2022

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative

Students will not complete this survey until Academic Year 2022-2023. The earliest results will be available at the end of the Fall 2022 semester.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

Not Applicable

Outcome 4

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 assess their career readiness and positive societal impact

Timeframe for this Outcome

2022-2023

Performance Target for "Met"

80% or more of the students will report that they are career ready and can make a positive societal impact.

Performance Target for "Partially Met"

At least 70% of the students will report that they are career ready and can make a positive societal impact.

Performance Target for "Not Met"

Less than 70% of the students reported that they are career ready and can make a positive societal impact.

Assessment Measure Used

Indirect: Student Program Exit Survey

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

This Exit Survey is new and scheduled for its first administration in Fall 2022

Score (Met=3, Partially Met=2, Not Met=1)**Comments/Narrative**

Students will not complete this survey until Academic Year 2022-2023. The earliest results will be available at the end of the Fall 2022 semester.

Resources Needed to Meet/Sustain Results

none

Explanation of How Resources Will Be Used

Not Applicable

Goal Summary

Goal Summary/Comments

This goal was added in response to the College of Business changing and improving its mission, and subsequent program goals. The mission was changed to improve the alignment with the University mission, the needs of our students and community, and changes to our AACSB accreditation standards. The new program goal focuses on student career readiness and students being able to make a positive societal impact after they graduate. Data to assess this goal will be available in 2022-2023.

This new goal is a major improvement in our program goals.

Changes Made/Proposed Related to Goal

There are no additional changes proposed at this time because the program goal is new new, and represents a significant improvement in the alignment of our mission with our constituents and the learning experience we provide our students.

Upload Rubrics/Other Files

COB BAS Exit Survey.pdf

Thank you for completing your assessment report. Your report will be sent to your College Dean for their review and approval after you hit "Submit" below. Please enter their email address below.

Dean's Email Address

mfekula@lander.edu

Thank you for reviewing and approving this report. The approval and a copy of the report will be emailed to you and the Assessment Coordinator.