

BBA Data Results 2019 - 2021

Learning Outcome 1: **Basic Business Disciplines**

Demonstrate proficiency within the basic business disciplines including quantitative methods and technological applications.

| Measures | 2019/2020 | 2020/2021 |
|-------------------|---------------|---------------|
| BAT | Partially Met | Met |
| Common Core | Partially Met | Partially Met |
| Bus Strategy Game | Partially Met | Partially Met |
| BBA Survey | Met | Partially Met |

Action Plan: The academic departments review the results annually and determine changes if needed.

Learning Outcome 2: **Teamwork**

Demonstrate the various skills in team-based performance situations such as planning, cooperation, group problem solving, and consensus building.

| Measures | 2019/2020 | 2020/2021 |
|----------------------------------|-----------|---------------|
| Bus Strategy Game | Met | Partially Met |
| BBA survey: Leadership skills | Met | Met |

Learning Outcome 3: **Critical Thinking Ethics**

Utilize critical thinking skills and incorporate ethical considerations in decision making

| Measure | 2019/2020 | 2020/2021 |
|---------------------------|-----------|---------------|
| BSG | Met | Met |
| BBA survey | Met | Partially Met |
| Critical Thinking Rubric: | | |
| MGMT 4370 | Met | Met |
| BUSI 2300 | Met | Met |

Learning Outcome 4: Presentation Skills

Presents ideas orally in a persuasive and professional manner

| Measure | 2019/2020 | 2020/2021 |
|---|------------------|------------------|
| BBA Survey: Oral Presentation Skills | Met | Met |
| Oral Presentation Rubric: Oral Communication | Met | Partially Met |

Action Plan

*BCOM 3350 is no longer a core requirement for the BBA. Accordingly, another course will be used to measure oral presentation skills.

Learning Outcome 5: Global Perspectives

Understand global perspectives in business

Rationale

| Measure | 2019/2020 | 2020/2021 |
|--|------------------|------------------|
| BBA Survey: Understanding Global dimensions | Met | Met |
| Global Perspectives Rubric | Met | Met |

Action Plan: Annual global perspectives speaker. MGMT 4370 students are trained on global business simulation. Global awareness projects in MISY 3310 and ECON 2301. New study abroad opportunities available in 2019. With approval of faculty, begin development of core class in International Business.

*Global Perspectives will also be measured in the new international business core that will be offered in Sp2022 and future newly developed international courses.

Learning Outcome 6: Writing Skills

Presents ideas in writing in a clear, concise, and effective manner.

| Measure | 2019/2020 | 2020/2021 |
|---------------------------------|------------------|------------------|
| BBA Survey: Writing Skills | Met | Partially Met |
| Written Communication Rubric | Met | Met |

Learning outcome 7: Service to Business & Community

Demonstrate awareness of social responsibility by experiencing service to business and the community.

| Measure | 2019/2020 | 2020/2021 |
|--|-------------------------------|-------------------------------|
| BSG: Corporate Social Responsibility | Met | Partially Met |
| Hours of Service to Business & Community | Not Met | Not Met |
| NASCE (every 3 years) | Not Reported this time period | Not Reported this time period |

Action Plan: The Accreditation and Assessment committee will review the data from both the COB - conducted survey and the NASCE survey as well as the recommendations of the NASCE report to develop a plan to increase the level of service and engagement of COB students.

*The other semesters not administering the NASCE, the Director of Accreditation and Assessments will administer the student service survey using Qualtrics in a freshman and junior level core course.