

Academic year 2024-2025

BBA in General Business - BBA-GBBB Learning Outcomes

Fundamental principles of business disciplines **NOT MET**

Students will demonstrate knowledge of the fundamental principles of business disciplines.

MEASURES	RESULTS	ACTIONS								
<p><b>Business Assessment Test (BAT).</b></p> <p>Business Assessment Test (BAT). Students will score 70% or more on the BAT.</p> <p>Direct - Exam (Course)</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p><b>Target</b></p> <p>At least 80% of the students in the class will score at 70% or more on the BAT.</p>	<p><b>NOT MET</b></p> <p>Business Assessment Test (BAT).</p> <p>■ Met ■ Not Met</p> <table><tr><td>Met:</td><td>52%</td></tr><tr><td>Not Met:</td><td>48%</td></tr><tr><td>Met Total:</td><td>52%</td></tr><tr><td>Not Met Total:</td><td>48%</td></tr></table> <p><b>Analysis</b></p> <p>The percentage of students meeting the benchmark dropped from 80% last year to 52% this year, indicating a significant decline in performance and a need to review instructional strategies or assessment alignment.</p>	Met:	52%	Not Met:	48%	Met Total:	52%	Not Met Total:	48%	<p><b>Other - [Analyze sub-scores to identify content gaps]</b></p> <p>Not Started</p> <p>BAT performance among General Business students declined sharply from 80% last year to 52% this year. While only two years of data are available, this significant drop raises concerns about whether the comprehensive nature of the assessment may place General Business students at a disadvantage. Further monitoring is needed to confirm if this is a trend or an outlier. In the meantime, we will analyze sub-scores to identify content gaps and review curriculum alignment.</p> <p>Recommended Due Date: 05/31/2026</p>
Met:	52%									
Not Met:	48%									
Met Total:	52%									
Not Met Total:	48%									
<p><b>Exit Survey</b></p> <p>Responses to following questions in the Exit Survey:</p> <ol style="list-style-type: none"><li>Adequacy of preparation for general business major classes provided by College of Business core classes.</li><li>Quality of College of Business general business courses in preparing you for employment.</li></ol> <p>At least 80% of the students in the class will choose satisfied to both questions.</p> <p>Indirect - Survey</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p><b>Target</b></p> <p>At least 80% of the students in the class will choose satisfied to both questions.</p>	<p><b>MET</b></p> <p>Exit Survey</p> <p>■ Met ■ Not Met</p> <table><tr><td>Met:</td><td>88%</td></tr><tr><td>Not Met:</td><td>12%</td></tr><tr><td>Met Total:</td><td>88%</td></tr><tr><td>Not Met Total:</td><td>13%</td></tr></table> <p><b>Analysis</b></p> <p>The percentage of students rating the first question as satisfactory increased from 86% to 88%, remaining above the 80% benchmark. For the second question, the percentage improved from 79% to 84%, showing progress and now meeting the required threshold.</p>	Met:	88%	Not Met:	12%	Met Total:	88%	Not Met Total:	13%	<p><b>Maintain Assessment Strategy</b></p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>
Met:	88%									
Not Met:	12%									
Met Total:	88%									
Not Met Total:	13%									

#### General Outcome Actions

ACTIONS
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Revise Measurement / Assessment

Not Started

Analyze BAT sub-scores to identify content gaps and review curriculum alignment for General Business majors. Given the sharp performance decline and potential mismatch between the comprehensive assessment and the program's scope, revise the current measurement approach or explore alternative assessments better aligned with the General Business curriculum. Continue monitoring to determine if the decline reflects a trend.



Recommended Due Date: 05/31/2026

Conclusion

With two years of data, trends are emerging. The decline in the BAT direct measure (80% to 52%) indicates a need to review instruction and assessment. Meanwhile, improved indirect measures show strong student satisfaction. These results provide a sufficient basis to begin targeted improvement efforts.

Critical thinking in decision-making. MET

Students graduating with a bachelor's degree in general business should utilize critical thinking in decision-making.

MEASURES	RESULTS	ACTIONS								
<p><b>"Analytical Skills" section of the Business Strategy Game (BSG).</b></p> <p>"Analytical Skills" section of the Business Strategy Game (BSG). Students will score at or above the 50th percentile worldwide.</p> <p>Direct - Exam (Course)</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p><b>Target</b></p> <p>At least 50% of the students in the class will score at or above the 50th percentile.</p>	<p><b>MET</b></p> <p>"Analytical Skills" section of the Business Strategy Game (BSG).</p> <p>■ Met   ■ Not Met</p>  <p>0% 100%</p> <table><tr><td>Met:</td><td>80%</td></tr><tr><td>Not Met:</td><td>20%</td></tr><tr><td>Met Total:</td><td>80%</td></tr><tr><td>Not Met Total:</td><td>20%</td></tr></table> <p><b>Analysis</b></p> <p>The assessment was met this year, with 80% of students (20 out of 25) achieving the benchmark—an improvement from last year's 52% and well above the 50% requirement.</p>	Met:	80%	Not Met:	20%	Met Total:	80%	Not Met Total:	20%	<p><b>Maintain Assessment Strategy</b></p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>
Met:	80%									
Not Met:	20%									
Met Total:	80%									
Not Met Total:	20%									
<p><b>Exit survey</b></p> <p>Responses to following question in the Exit Survey:</p> <p>1. How well has your experience in the College of Business provided you with capacity to analyze and think critically about complex situations?</p> <p>Students will choose "satisfied" to the question.</p> <p>Indirect - Survey</p> <p><i>Strategic Analysis: MGMT 4370</i></p>	<p><b>MET</b></p> <p>Exit survey</p> <p>■ Met   ■ Not Met</p>  <p>0% 100%</p> <table><tr><td>Met:</td><td>88%</td></tr><tr><td>Not Met:</td><td>12%</td></tr><tr><td>Met Total:</td><td>88%</td></tr></table>	Met:	88%	Not Met:	12%	Met Total:	88%	<p><b>Maintain Assessment Strategy</b></p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>		
Met:	88%									
Not Met:	12%									
Met Total:	88%									

<b>Target</b>  At least 80% of the students in the class will choose satisfied to the question.	<b>Not Met Total:</b> 13%  <b>Analysis</b>  This year, 49 out of 56 students (88%) rated the survey question as satisfactory, slightly below last year's 90% but still above the 80% benchmark, indicating continued positive student perception.	
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General Outcome Actions

ACTIONS
<b>Maintain Assessment Strategy</b>  Maintain current strategies and continue monitoring to sustain progress.


Conclusion

This year's results show strong improvement. The direct measure rose from 52% to 80%, exceeding the 50% benchmark. The indirect measure remained high at 88%, above the 80% threshold. These outcomes suggest positive momentum and support continued instructional efforts.

Ethical considerations in decision-making. **NOT MET**

Students graduating with a bachelor's degree in general business should incorporate ethical considerations in decision-making.

MEASURES	RESULTS	ACTIONS
<b>Ethics section of the Business Assessment Test (BAT).</b>  Ethics section of the Business Assessment Test (BAT). Students will score 70% or more. Direct - Exam (Course)  <i>Strategic Analysis: MGMT 4370</i>  <b>Target</b>  At least 80% of the students in the class.	<b>NOT MET</b>  Ethics section of the Business Assessment Test (BAT).  <div><div></div>Met<div></div>Not Met</div> <div>0%100%</div> <div>Met: 74% Not Met: 26%</div> <div>Met Total: 74% Not Met Total: 26%</div> <b>Analysis</b>  The percentage of students meeting the benchmark dropped from 88% last year to 74% this year (20 out of 27), indicating a decline in performance and a need to review instructional strategies or assessment alignment.	<b>Other - [Review ethics instruction and alignment with assessed content.]</b>  Not Started  With only two years of data, the drop from 88% to 74%—below the 80% threshold—warrants monitoring. Review ethics instruction and alignment with assessed content. Reassess next cycle to determine if this is a trend.  Recommended Due Date: 05/31/2026
<b>Exit Survey</b>	<b>MET</b>  Exit Survey	<b>Maintain Assessment Strategy</b>  Maintain current strategies and continue monitoring to sustain progress.

<p>Responses to following question in the Exit Survey:</p> <p>1. How well has your experience in the College of Business provided you with ethical sensitivity?</p> <p>Students will list "satisfied" to the question.</p> <p>Indirect - Survey</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p><b>Target</b></p> <p>At least 80% of the students in the class.</p>	<div><div><div></div><div></div></div><div><div>Met</div><div>Not Met</div></div></div>  <table><tr><td>Met:</td><td>89%</td></tr><tr><td>Not Met:</td><td>11%</td></tr></table> <table><tr><td>Met Total:</td><td>89%</td></tr><tr><td>Not Met Total:</td><td>11%</td></tr></table> <p><b>Analysis</b></p> <p>The percentage of students rating the first question as satisfactory was 89% this year (50 out of 56), a slight increase from last year's 86%, and remains above the 80% benchmark, indicating continued positive student perception.</p>	Met:	89%	Not Met:	11%	Met Total:	89%	Not Met Total:	11%
Met:	89%								
Not Met:	11%								
Met Total:	89%								
Not Met Total:	11%								

General Outcome Actions


ACTIONS
<p><b>Gather Additional Data</b></p> <p>Not Started</p> <p>Review ethics instruction and ensure alignment with assessed content, while gathering additional data in future cycles to determine whether the current decline reflects a downward trend or a temporary variation.</p> <p>Recommended Due Date: 05/31/2026</p>


Conclusion

The percentage of students meeting the benchmark on the direct measure dropped from 88% last year to 74% this year (20 out of 27), indicating a decline in performance and the need to review instructional strategies or assessment alignment. In contrast, the indirect measure showed improvement, with 89% of students (50 out of 56) rating the first question as satisfactory—up from 86% last year and above the 80% benchmark—reflecting continued positive student perception.

Understand global perspectives in business. **NOT MET**

Students graduating with a bachelor’s degree in general business should understand global perspectives in business.

MEASURES	RESULTS	ACTIONS				
<p><b>International section of the Business Assessment Test (BAT).</b></p> <p>International section of the Business Assessment Test (BAT). Students will score 70% or more.</p> <p>Direct - Exam (Course)</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p><b>Target</b></p>	<p><b>NOT MET</b></p> <p>International section of the Business Assessment Test (BAT).</p> <p>■ Met   ■ Not Met</p>  <table><tr><td>Met:</td><td>74%</td></tr><tr><td>Not Met:</td><td>26%</td></tr></table>	Met:	74%	Not Met:	26%	<p><b>Other - [Review "global" instruction and alignment with assessed content.]</b></p> <p>Not Started</p> <p>With only two years of data, the drop from 88% to 74%—below the 80% threshold—warrants monitoring. Review "global" instruction and alignment with assessed content. Reassess next cycle to determine if this is a trend.</p> <p>Recommended Due Date: 05/31/2026</p>
Met:	74%					
Not Met:	26%					

At least 80% of the students in the class.	<div>Met Total: 74%</div> <div>Not Met Total: 26%</div> <div>Analysis</div> <div>The percentage of students meeting the benchmark dropped from 88% last year to 74% this year, indicating a noticeable decline in performance and a potential need to review instructional strategies or assessment alignment.</div>	
<div>Exit survey</div> <div>Responses to following question in the Exit Survey: 1. How well has your experience in the College of Business provided you with an understanding of global dimensions of business? Students will list "satisfied" to the question.</div> <div>Indirect - Survey</div> <div>Strategic Analysis: MGMT 4370</div> <div>Target</div> <div>At least 80% of the students in the class.</div>	<div>MET</div> <div>Exit survey</div> <div><div>Met</div><div>Not Met</div></div> <div></div> <div><div>0%</div><div>100%</div></div> <div><div>Met: 86%</div><div>Not Met: 14%</div></div> <div><div>Met Total: 86%</div><div>Not Met Total: 14%</div></div> <div>Analysis</div> <div>The percentage of students rating the question as satisfactory increased from 83% last year to 86% this year (48 out of 56), remaining above the 80% benchmark and indicating continued positive student perception.</div>	<div>Maintain Assessment Strategy</div> <div>Maintain current strategies and continue monitoring to sustain progress.</div>

General Outcome Actions

ACTIONS
<div>Gather Additional Data</div> <div>Not Started</div> <div>Review global instruction and ensure alignment with assessed content, while gathering additional data in future cycles to determine whether the current decline reflects a downward trend or a temporary variation.</div> <div>Recommended Due Date: 05/31/2026</div>

Conclusion

With two years of data, trends are emerging. The decline in the BAT direct measure from 88% to 74% indicates a need to review instruction and assessment. Meanwhile, the indirect measure remains strong, with student satisfaction increasing from 83% to 86% (48 out of 56). These results provide a sufficient basis to begin targeted improvement efforts.