

Academic year 2024-2025

BBA in Management - BBA-MGMT Learning Outcomes

Fundamental principles of management. **MET**

Students will demonstrate knowledge of the fundamental principles of management.

MEASURES	RESULTS	ACTIONS
<p>Management section of the Business Assessment Test (BAT).</p> <p>Management section of the Business Assessment Test (BAT). Students will score 70% or more on the management section of the BAT.</p> <p>Direct - Exam (Course)</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p>Target</p> <p>At least 80% of the students in the class will score at 70% or more on the management section of the BAT.</p>	<p>MET</p> <p>Management section of the Business Assessment Test (BAT).</p> <p>■ Met ■ Not Met</p> <p>0% 100%</p> <p>Met: 89% Not Met: 11%</p> <p>Met Total: 89% Not Met Total: 11%</p> <p>Analysis</p> <p>The percentage of students meeting the benchmark on the direct measure increased from 77% last year to 89% this year (41 out of 46), well above the 80% threshold and indicating a strong improvement in student performance.</p>	<p>Maintain Assessment Strategy</p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>
<p>Exit survey.</p> <p>Responses to following questions in the Exit Survey:</p> <ol style="list-style-type: none"> 1. Adequacy of preparation for Management major classes provided by College of Business core classes. 2. Quality of College of Business Management courses in preparing you for employment. <p>Students will score 70% or more on the management section of the BAT.</p> <p>Indirect - Survey</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p>Target</p> <p>At least 80% of the students in the class will score at 70% or more on the management section of the BAT.</p>	<p>MET</p> <p>Exit survey.</p> <p>■ Met ■ Not Met</p> <p>0% 100%</p> <p>Met: 90% Not Met: 10%</p> <p>Met Total: 90% Not Met Total: 10%</p> <p>Analysis</p> <p>The percentage of students rating the first survey question as satisfactory increased from 85% last year to 90% this year (27 out of 30), remaining above the 80% benchmark. For the second question, the percentage also improved, rising from 75% to 83% this year (25 out of 30), now surpassing the benchmark. These results indicate growing student satisfaction across both areas.</p>	<p>Maintain Assessment Strategy</p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>

General Outcome Actions



ACTIONS
Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.

Conclusion

The percentage of students meeting the benchmark on the direct measure increased from 77% last year to 89% this year (41 out of 46), well above the 80% threshold and indicating a strong improvement in student performance. Indirect measures also showed positive trends: student satisfaction on the first survey question rose from 85% to 90% (27 out of 30), and on the second question from 75% to 83% (25 out of 30), with both now exceeding the benchmark. Together, these results reflect notable gains in both student achievement and perception.

Critical thinking in decision-making. MET

Students graduating with a bachelor’s degree in management should utilize critical thinking in decision-making.

MEASURES	RESULTS	ACTIONS
“Analytical Skills” section of the Business Strategy Game (BSG). “Analytical Skills” section of the Business Strategy Game (BSG). Students will score at or above the 50th percentile worldwide. Direct - Other <i>Strategic Analysis: MGMT 4370</i> Target At least 50% of the students in the class will score at or above the 50th percentile.	MET “Analytical Skills” section of the Business Strategy Game (BSG). ■ Met ■ Not Met  0% 100% Met: 82% Not Met: 18% Met Total: 82% Not Met Total: 18% Analysis The percentage of students meeting the benchmark on the direct measure increased significantly from 55% last year to 82% this year (31 out of 38), well above the 50% threshold. This improvement suggests enhanced instructional effectiveness or assessment alignment.	Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.
Exit Survey Responses to following question in the Exit Survey: 1. How well has your experience in the College of Business provided you with capacity to analyze and think critically about complex situations? Students will score at or above the 50th percentile worldwide. Indirect - Survey <i>Strategic Analysis: MGMT 4370</i> Target	MET Exit Survey ■ Met ■ Not Met  0% 100% Met: 90% Not Met: 10% Met Total: 90% Not Met Total: 10%	Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.

At least 50% of the students in the class will score at or above the 50th percentile.	Analysis The percentage of students rating the survey question as satisfactory was 90% this year (27 out of 30), the same as last year, and remains well above the 80% benchmark, indicating consistently strong student perception.	
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General Outcome Actions


ACTIONS
Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.


Conclusion

The percentage of students meeting the benchmark on the direct measure increased significantly from 55% last year to 82% this year (31 out of 38), well above the 50% threshold and reflecting substantial improvement in student performance. The indirect measure remained strong, with 90% of students (27 out of 30) rating the survey question as satisfactory—consistent with last year’s result and exceeding the 80% benchmark. Together, these outcomes indicate meaningful gains in performance and sustained positive student perception.

Ethical considerations in decision-making. [MET](#)

Students graduating with a bachelor’s degree in management should incorporate ethical considerations in decision-making.

MEASURES	RESULTS	ACTIONS										
<p>Ethics section of the Business Assessment Test (BAT).</p> <p>Ethics section of the Business Assessment Test (BAT). Students will score 70% or more. Direct - Exam (Course)</p> <p><i>Strategic Analysis: MGMT 4370</i></p> <p>Target</p> <p>At least 80% of the students in the class.</p>	<p>MET</p> <p>Ethics section of the Business Assessment Test (BAT).</p> <p>■ Met ■ Not Met</p>  <table><tr><td>0%</td><td>100%</td></tr><tr><td>Met:</td><td>87%</td></tr><tr><td>Not Met:</td><td>13%</td></tr><tr><td>Met Total:</td><td>87%</td></tr><tr><td>Not Met Total:</td><td>13%</td></tr></table> <p>Analysis</p> <p>The percentage of students meeting the benchmark on the direct measure was 87% this year (40 out of 46), a slight decrease from 91% last year, but still well above the 80% threshold. Performance remains strong, though continued monitoring is recommended.</p>	0%	100%	Met:	87%	Not Met:	13%	Met Total:	87%	Not Met Total:	13%	<p>Maintain Assessment Strategy</p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>
0%	100%											
Met:	87%											
Not Met:	13%											
Met Total:	87%											
Not Met Total:	13%											
<p>Exit survey</p>	<p>MET</p> <p>Exit survey</p>	<p>Maintain Assessment Strategy</p>										

Responses to following question in the Exit Survey: 1. How well has your experience in the College of Business provided you with ethical sensitivity? Students will list "satisfied" to the question. Indirect - Survey <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class.	<div><div>Met</div><div>Not Met</div></div>  <table><tr><td>Met:</td><td>83%</td></tr><tr><td>Not Met:</td><td>17%</td></tr><tr><td>Met Total:</td><td>83%</td></tr><tr><td>Not Met Total:</td><td>17%</td></tr></table> Analysis The percentage of students rating the survey question as satisfactory was 83% this year (25 out of 30), a decline from 100% last year, but still above the 80% benchmark. While student perception remains positive, the drop suggests an opportunity to explore potential areas for improvement.	Met:	83%	Not Met:	17%	Met Total:	83%	Not Met Total:	17%	Maintain current strategies and continue monitoring to sustain progress.
Met:	83%									
Not Met:	17%									
Met Total:	83%									
Not Met Total:	17%									

General Outcome Actions


ACTIONS
Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.

Conclusion

The percentage of students meeting the benchmark on the direct measure was 87% this year (40 out of 46), a slight decrease from 91% last year, yet still well above the 80% threshold, indicating continued strong performance. The indirect measure showed a decline in student satisfaction, dropping from 100% last year to 83% this year (25 out of 30), though it remains above the benchmark. These results suggest overall positive outcomes, with room to explore areas for further improvement in student perception.

Global perspectives in business. MET

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

MEASURES	RESULTS	ACTIONS						
<p>International section of the Business Assessment Test (BAT).</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>Target</p> <p>At least 80% of the students in the class.</p>	<p>MET</p> <p>International section of the Business Assessment Test (BAT).</p> <p>Met Not Met</p>  <table><tr><td>Met:</td><td>89%</td></tr><tr><td>Not Met:</td><td>11%</td></tr><tr><td>Met Total:</td><td>89%</td></tr></table>	Met:	89%	Not Met:	11%	Met Total:	89%	<p>Maintain Assessment Strategy</p> <p>Maintain current strategies and continue monitoring to sustain progress.</p>
Met:	89%							
Not Met:	11%							
Met Total:	89%							

	<div>Not Met Total:11%</div> <div>Analysis</div> <div>The percentage of students meeting the benchmark on the direct measure increased from 81% last year to 89% this year (41 out of 46), remaining well above the 80% threshold and indicating improved student performance.</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><div>Met</div><div>Not Met</div></div><div><div></div><div></div></div><div>0%100%</div><div><div>Met:90%</div><div>Not Met:10%</div><div>Met Total:90%</div><div>Not Met Total:10%</div></div><div>Analysis</div><div>The percentage of students rating the survey question as satisfactory was 90% this year (27 out of 30), consistent with last year's result, and remains well above the 80% benchmark, indicating sustained positive student perception.</div></div>	<div>Maintain Assessment Strategy</div> <div>Maintain current strategies and continue monitoring to sustain progress.</div>

General Outcome Actions

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

Conclusion

The percentage of students meeting the benchmark on the direct measure increased from 81% last year to 89% this year (41 out of 46), remaining well above the 80% threshold and indicating improved student performance. The indirect measure also remained strong, with 90% of students (27 out of 30) rating the survey question as satisfactory—matching last year's result and exceeding the benchmark. Together, these outcomes reflect continued success in both student achievement and perception,