

Academic Year 2025-2026

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
Business Assessment Test (BAT). Business Assessment Test (BAT). Students will score 70% or more on the BAT. Direct - Exam (Course-based) <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class will score at 70% or more on the BAT.	NOT MET Business Assessment Test (BAT). ■ Met ■ Not Met  0% 100% Met: 70% Not Met: 30% Met Total: 70% Not Met Total: 30% Analysis The percentage of students meeting the benchmark increased from 52.0% in the previous assessment cycle to 67% this year. Although student performance improved, the results remain below the established benchmark of 80.0% and will be reviewed to identify opportunities for further improvement.	Other - [Continue analysis of BAT sub-scores and strengthen curriculum alignment] Not Started BAT performance among General Business students improved from 52.0% in the previous assessment cycle to 67% this year, indicating progress but remaining below the established benchmark of 80.0%. The program will continue analyzing BAT sub-scores to identify persistent content gaps and review curriculum alignment to ensure adequate coverage of assessed topics. Findings will be used to inform instructional improvements and monitor progress in future assessment cycles. Recommended Due Date: 05/31/2027
Exit Survey Responses to following questions in the Exit Survey: 1. Adequacy of preparation for general business major classes provided by College of Business core classes. 2. Quality of College of Business general business courses in preparing you for employment. At least 80% of the students in the class will choose satisfied to both questions. Indirect - Survey <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class will choose satisfied to both questions.	MET Exit Survey ■ Met ■ Not Met  0% 100% Met: 92% Not Met: 8% Met Total: 92% Not Met Total: 8% Analysis The percentage of students rating the first question as satisfactory increased from 88% last year to 92% this year (23 out of 25), remaining above the 80% benchmark. For the second question, 92% of students (22 out of 24) rated the question as satisfactory, an increase from 84% last year and remaining above the required threshold.	Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.

General Outcome Actions

ACTIONS

Other - [Review BAT Performance and Curriculum Alignment]

Not Started

Continue analyzing BAT sub-scores to identify persistent content gaps and review curriculum alignment to ensure adequate coverage of assessed topics. Findings will be used to guide instructional improvements and monitor progress toward the 80% benchmark in future assessment cycles.

Recommended Due Date: 05/31/2027

Conclusion

The direct measure showed improvement, with **67% of students meeting the benchmark**, up from 52% in the previous assessment cycle. However, performance remained below the established 80% target. In contrast, the indirect measures showed strong results, with **92% of students reporting satisfaction on both survey questions**, exceeding the 80% benchmark and improving from the previous year. **Overall, the outcome was not met because the direct measure remained below the established target, despite improvement in demonstrated performance and strong student perceptions. Continued review of BAT performance and curriculum alignment is warranted to support further improvement.**

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
"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 - Exam (Course-based) <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: 89% Not Met: 11% Met Total: 89% Not Met Total: 11% Analysis The percentage of students meeting the benchmark on the direct BSG Analytical Skills measure increased from 80% last year to 89% this year (16 out of 18), remaining well above the established 50% benchmark. This improvement indicates continued strong performance in analytical skills among General Business students.	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	MET Exit survey ■ Met ■ Not Met 	<i>No actions have been added.</i>

capacity to analyze and think critically about complex situations? Students will choose "satisfied" to the question. Indirect - Survey <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class will choose satisfied to the question.	0%100% Met: 48% Not Met: 52% Met Total: 48% Not Met Total: 52% Analysis This year, 23 out of 25 students (92%) rated the survey question as satisfactory, an increase from 88% last year and remaining above the 80% benchmark. The results indicate continued strong and improving student perception of their analytical skills.	
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Conclusion

The direct measure showed strong performance, with **89% of students (16 out of 18)** meeting the benchmark on the BSG Analytical Skills measure, an increase from 80% last year and well above the 50% target. The indirect measure also showed positive results, with **92% of students (23 out of 25)** reporting satisfaction, up from 88% last year and above the 80% benchmark. **Both measures met their respective targets and improved from the previous year, indicating strong performance and positive student perceptions of their analytical skills.**

Ethical considerations in decision-making. **MET**

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

MEASURES	RESULTS	ACTIONS
Ethics section of the Business Assessment Test (BAT). Ethics section of the Business Assessment Test (BAT). Students will score 70% or more. Direct - Exam (Course-based) <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class.	MET Ethics section of the Business Assessment Test (BAT). ■ Met ■ Not Met 0%100% Met: 83% Not Met: 17% Met Total: 83% Not Met Total: 17% Analysis The percentage of students meeting the benchmark on the direct measure increased from 74% last year to 83% this year (20 out of 24), now exceeding the established 80% benchmark. This improvement indicates stronger student performance compared with the previous assessment cycle and that the target was met this year.	Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.
Exit Survey	MET Exit Survey	Maintain Assessment Strategy

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.	Met 0% 100% Values are not shown when too close to each other. Click or use arrow keys to see details. Met: 100% Met Total: 100% Not Met Total: Analysis The percentage of students rating the survey question as satisfactory increased from 89% last year to 100% this year (25 out of 25), exceeding the established 80% benchmark. This improvement indicates strong and increasingly positive student perception.	Maintain current strategies and continue monitoring to sustain progress.
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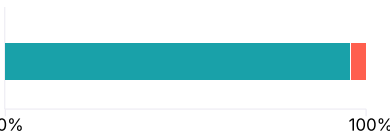
Conclusion

The direct measure showed strong improvement, with **83% of students (20 out of 24)** meeting the benchmark, up from 74% last year and now exceeding the 80% target. The indirect measure also showed strong results, with **100% of students (25 out of 25)** reporting satisfaction, an increase from 89% last year and well above the 80% benchmark. **Both measures met their respective targets and improved from the previous assessment cycle, indicating positive results in both student performance and 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
International section of the Business Assessment Test (BAT). International section of the Business Assessment Test (BAT). Students will score 70% or more. Direct - Exam (Course-based) <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class.	NOT MET International section of the Business Assessment Test (BAT). Met Not Met 0% 100% Met: 71% Not Met: 29% Met Total: 71% Not Met Total: 29% Analysis The percentage of students meeting the benchmark on the direct BAT measure decreased from 74% last year to 71% this year (17 out of 24), remaining below the established 80% benchmark. This continued decline indicates that the direct	Other - [Review "global" instruction and alignment with assessed content] Not Started Review global business instruction and its alignment with the content assessed by the BAT. Faculty will identify areas in which additional reinforcement of global business concepts may be needed and determine appropriate instructional adjustments. Results will be reassessed in the next assessment cycle to evaluate progress toward the 80% benchmark. Recommended Due Date: 05/31/2027

	measure was not met and suggests a need to review student performance and identify opportunities for improvement.									
Exit survey 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. Indirect - Survey <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class.	MET Exit survey ■ Met ■ Not Met  <table><tr><td>Met:</td><td>96%</td></tr><tr><td>Not Met:</td><td>4%</td></tr><tr><td>Met Total:</td><td>96%</td></tr><tr><td>Not Met Total:</td><td>4%</td></tr></table> Analysis The percentage of students rating the survey question as satisfactory increased from 86% last year to 96% this year (24 out of 25), remaining well above the established 80% benchmark. This improvement indicates continued strong and increasingly positive student perception of their understanding of global dimensions of business.	Met:	96%	Not Met:	4%	Met Total:	96%	Not Met Total:	4%	Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.
Met:	96%									
Not Met:	4%									
Met Total:	96%									
Not Met Total:	4%									

General Outcome Actions

ACTIONS
Other - [Review "global" instruction and alignment with assessed content.] Not Started Review global business instruction and its alignment with the content assessed by the BAT. Faculty will identify areas where additional reinforcement of global business concepts may be needed and implement appropriate instructional adjustments. Results will be reassessed in the next assessment cycle to evaluate progress toward the 80% benchmark. Recommended Due Date: 05/31/2027

Conclusion

The direct measure showed continued weakness, with **71% of students (17 out of 24)** meeting the benchmark on the International section of the BAT, down from 74% last year and below the established 80% target. In contrast, the indirect measure showed strong improvement, with **96% of students (24 out of 25)** reporting satisfaction with their understanding of global dimensions of business, up from 86% last year and well above the 80% benchmark. **Overall, the outcome was not met because the direct measure remained below the established target. The contrast between strong student perceptions and lower demonstrated performance reinforces the need to review global business instruction and its alignment with the content assessed by the BAT.**