

BBA in Management - BBA-MGMT

Academic Year 2025-2026

BBA in Management - BBA-MGMT Learning OutcomesFundamental principles of management. **NOT MET**

Students will demonstrate knowledge of the fundamental principles of management.

MEASURES	RESULTS	ACTIONS
Management section of the Business Assessment Test (BAT). Management section of the Business Assessment Test (BAT). Students will score 70% or more on the management section of 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 management section of the BAT.	MET Management section of the Business Assessment Test (BAT). ■ Met ■ Not Met  0% 100% Met: 85% Not Met: 15% Met Total: 85% Not Met Total: 15% Analysis The percentage of students meeting the benchmark on the direct measure decreased slightly from 89.0% in the previous assessment cycle to 84.8% this year but remained above the established benchmark of 80.0%. These results indicate continued strong student performance in the assessed learning outcome.	Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.
Exit survey. Responses to following questions in the Exit Survey: 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. Students will score 70% or more on the management section of the BAT. Indirect - Survey <i>Strategic Analysis: MGMT 4370</i> Target At least 80% of the students in the class will score at 70% or more on the management section of the BAT.	NOT MET Exit survey. ■ Met ■ Not Met  0% 100% Met: 78% Not Met: 22% Met Total: 78% Not Met Total: 22% Analysis The percentage of students rating the first survey question as satisfactory decreased slightly from 90% last year to 89% this year (8 out of 9), remaining above the 80% benchmark. For the second question, the percentage decreased from 83% to 78% this year (7 out of 9), falling slightly below the benchmark. As a result, the outcome was partially met based on the indirect measures, with the first	Modify Policies / Procedures Not Started Faculty will review the area addressed by the second survey question and identify opportunities to improve the student experience. Results will be reassessed in the next assessment cycle, with the goal of meeting or exceeding the 80% benchmark. Recommended Due Date: 05/31/2027

	question meeting the target and the second falling just short.	
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General Outcome Actions

ACTIONS
Other - [Review Student Experience] Not Started Faculty will review the area addressed by the second survey question and identify opportunities to improve the student experience. Results will be reassessed in the next assessment cycle to determine whether the 80% benchmark is met. Recommended Due Date: 05/31/2027

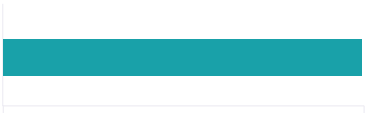
Conclusion

The direct measure showed strong performance, with **84.8% of students meeting the benchmark**, down slightly from 89.0% in the previous assessment cycle but remaining above the established 80% target. The indirect measures were mixed, with **89% of students (8 out of 9)** meeting the benchmark on the first survey question, while **78% (7 out of 9)** met the benchmark on the second question, slightly below the 80% target. **Overall, the outcome was not met because one of the indirect measures fell below the established benchmark, despite strong performance on the direct measure and the first survey question. The second survey area should be reviewed and reassessed in the next assessment cycle.**

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: 57% Not Met: 43% Met Total: 57% Not Met Total: 43% Analysis The percentage of students meeting the benchmark on the direct BSG Analytical Skills measure decreased from 82% last year to 57% this year (24 out of 42) . Despite the decline, the result remains above the established 50% benchmark. The outcome was therefore met, although the substantial year-over-year decrease suggests that student performance should be monitored in the next assessment cycle.	<i>No actions have been added.</i>

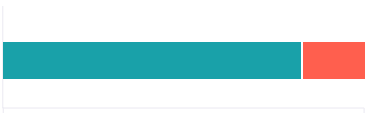
Exit Survey Responses to following question in the Exit Survey: 1. How well has your experience in the College of Business provided you with capacity to analyze and think critically about complex situations? Students will score at or above the 50th percentile worldwide. Indirect - Survey <i>Strategic Analysis: MGMT 4370</i> Target At least 50% of the students in the class will score at or above the 50th percentile.	MET Exit Survey ■ Met  0% 100% <i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i> Met: 100% Met Total: 100% Not Met Total: Analysis The percentage of students rating the survey question as satisfactory increased from 90% last year to 100% this year (9 out of 9), exceeding the established 80% benchmark and indicating continued strong student perception of their analytical skills.	No actions have been added.
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Conclusion

The direct measure showed satisfactory performance, with **57% of students (24 out of 42)** meeting the benchmark on the BSG Analytical Skills measure. Although this represents a decrease from 82% last year, the result remains above the 50% target. The indirect measure showed strong results, with **100% of students (9 out of 9)** reporting satisfaction, an increase from 90% last year and above the 80% benchmark. **Both measures met their respective targets, although the decline in the direct measure should be monitored in future assessment cycles.**

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

	decreased from 87% last year to 83% this year (38 out of 46). Despite the decline, the result remains above the established 80% benchmark, indicating continued strong student performance, although the downward trend should continue to be monitored.	
Exit survey 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 Exit survey ■ Met  0% 100% <i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i> Met: 100% Met Total: 100% Not Met Total: Analysis The percentage of students rating the survey question as satisfactory increased from 83% last year to 100% this year (9 out of 9), exceeding the established 80% benchmark. This improvement indicates strong student perception and a substantial recovery from the decline observed in the previous assessment cycle.	Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.

General Outcome Actions

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

Conclusion

The direct measure showed continued strong performance, with **83% of students (38 out of 46)** meeting the benchmark. Although this represents a decrease from 87% last year, the result remains above the 80% target. The indirect measure improved substantially, with **100% of students (9 out of 9)** reporting satisfaction, up from 83% last year and exceeding the 80% benchmark. **Both measures met their respective targets, indicating strong student performance and positive student perceptions, although the gradual decline in the direct measure should continue to be monitored.**

Global perspectives in business. **MET**

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

MEASURES	RESULTS	ACTIONS
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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.	MET International section of the Business Assessment Test (BAT). ■ Met ■ Not Met  0% 100% Met: 80% Not Met: 20% Met Total: 80% Not Met Total: 20% Analysis The percentage of students meeting the benchmark on the direct BAT measure decreased from 89% last year to 80% this year (37 out of 46). Despite the decline, the result meets the established 80% benchmark, indicating that the direct measure was met, although the decrease in performance should continue to be monitored in future assessment cycles.	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 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  0% 100% <i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i> Met: 100% Met Total: 100% Not Met Total: Analysis The percentage of students rating the survey question as satisfactory increased from 90% last year to 100% this year (9 out of 9), exceeding the established 80% benchmark. The indirect measure was met, indicating continued strong and improved student perception of their understanding of global perspectives in business.	Maintain Assessment Strategy Maintain current strategies and continue monitoring to sustain progress.

General Outcome Actions

ACTIONS

Maintain Assessment Strategy

Maintain current strategies and continue monitoring to sustain progress.

Conclusion

The direct measure met the benchmark, with **80% of students (37 out of 46)** achieving the target on the BAT. Although this represents a decline from 89% last year, performance remained at the established 80% threshold. The indirect measure showed strong improvement, with **100% of students (9 out of 9)** reporting satisfaction with their understanding of global perspectives in business, up from 90% last year and above the 80% benchmark. **Overall, the outcome was met, as both direct and indirect measures achieved their established targets, although the decline in direct performance should continue to be monitored.**