

**Bachelor of Business Administration  
Annual Program Report Template**

<b>Year:</b>	2022-2023
<b>Program:</b>	BBA
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**Summary of Continuous Improvement Efforts since Last Report**

*Provide a brief description of how assessment results have been used for program improvement. Point to a specific example of how an assessment provided the program with data it could use for improvement and what that improvement was, if possible, also show evidence of the improvement. You may look at data from the two previous academic years to support this case.*

Respond here:

1. BUAL 3330 – Data Analytics in Business is revised, developed, and offered as an upper-level elective class to introduce students to data analytics as it applies to businesses. The software used, the course descriptions, and the learning outcomes were all revised.
2. BBA in MIS is in the process of getting STEM-certified.
3. The certificate in data analytics is getting a sixth course added to it to increase the depth of the knowledge for students
4. The oral presentation assessment is in progress. Two types of presentations were taught presentation with data (ACCT 2301) and persuasive speech (BULW 3310). For grading an Oral Presentation rubric was used with some tweaks for each different type of speech. Students utilized Pitch Vantage, a software allowing them to practice their presentations before a reactive digital audience. The tool assesses their voice tone and volume and gives immediate feedback. Students can practice with their fellow students before submitting the final presentation for a completion grade. Later, the presentations were moved to MISY 3310 and MKTG 3310. We are still assessing the outcome from MKTG 3310, and it is still in progress. In MISY 3310, we had students do group presentations that were 3-5 minutes per student. The information presented was about data (Chapters from the textbook), however, the presentation itself wasn't data-driven. We've decided to include a small data project that students will be required to present going forward – this presentation will then be more data-driven. The project itself is not a difficult one, but each student/group will have to research and prepare the data for the assignment. This will also ensure that groups aren't presenting the exact same data.
5. An Ethics Written Assignment (MGMT 3300) and Marketplace Conscious Capitalism (MGMT 3300) have been introduced.
6. The Accreditation & Assessment committee is reviewing the data from both the CoB-conducted survey & 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 COB now has a Community Service Committee for faculty, staff & students to participate in events. Still in progress.
7. A new learning goal was created to measure ethical decision-making.
8. New study abroad programs are being introduced to the students to increase understanding of global perspectives in businesses

**Program Highlights Since Last Report**

*Identify and briefly discuss any programmatic curriculum changes made since the last report (e.g. new courses, course changes, SLO changes, course deletions).*

Respond here:

1. Changed the CIP code from Business to STEM-certified Information Sciences for Bachelor of Business Administration with a Major in Management Information Systems.
2. Changes to Undergraduate Accounting Degrees (STEM-certification): Bachelor of Business Administration in Accounting and Bachelor of Business Administration in Management Accounting and Analytics.
3. Minimum Grade Requirements for Transfer Students are now aligned with that of Lamar University students.
4. BUAL 3330 (Data Analytics): Change in Course Description.
5. Modification in the Undergraduate Certificate in Data Analytics. The proposal is to add a sixth course.
6. BULW 3350 International Business Law was created after only being a Special Topics course. It can be used as an additional choice for the International Component course.
7. ECON 3320 Money and Banking was approved to have a prefix and number change to FINC 3330 Money and Banking. Its catalog description and syllabus were updated.
8. LG3 “Utilize critical thinking skills and incorporate ethical consideration in decision-making”. It was decided LG3 measures only critical thinking. A new LG 8 was created to address ethics.
9. Fall 2022- LG 8: “Incorporate Ethical Consideration in Decision Making”. In addition to the current Ethics measures from BAT and BBA Student Satisfaction Survey, an Ethics Written Assignment (MGMT 3300) & Marketplace Conscious Capitalism (MGMT 3300) was used.
10. MISY 3310: updated/changed the platform taught in MISY 3310. Common questions were also updated.
11. A tutoring center is established in the college of business to help students with additional help with the core business courses.

**Table 1. Assessment Results and Analyses for Current Cycle.**

<b>STAGE 1: PLAN</b>				<b>STAGE 2: DO</b>		<b>STAGE 3: STUDY</b>
<b>Departmental Student Learning Goal</b>	<b>Program Student Learning Outcome</b>	<b>Assessment</b>	<b>Assessment Method/Location</b>	<b>Benchmark Expectations</b>	<b>Data Results</b>	<b>Actions/Goals Based on Data Results* What do the data tell you? How will you use this data? How were data from the last cycle used to make changes during this cycle, and What were the results of those changes?</b>
LG 1 Demonstrate proficiency within the basic business disciplines including quantitative methods and technological applications	Demonstrate proficiency within the basic business disciplines including quantitative methods and technological applications	BAT	MGMT 4370	Overall, BBA students will score equal to or greater than the weighted average of schools administering the BAT in ACCT, ECON, FINC, MGMT, MISY, MKTG, STAT, Supply Chain MGMT, BLAW.	For Lamar Accounting: Fall 2022 79% (On-campus: 75% Online: 84%); Spring 2023 78% (On-campus: 74% Online: 79%); For All schools: Fall 2022 67%; Spring 2023 67% For Lamar Economics: Fall 2022 71% (On-campus: 65% Online: 77%); Spring 2023 68% (On-campus: 63% Online: 71%); For All schools Fall 2022 57%; Spring 2023 57%.	BBA students met the benchmark for the Business Assessment Test (BAT) for Fall 2022 and Spring 2023.

					<p>For Lamar Finance: Fall 2022 77% (On- campus:70%O nline:83); Spring 2023 74%(On- campus:70%O nline:76%):</p> <p>For All schools: Fall 2022 66%; Spring 2023 66%.</p> <p>For Lamar Management: Fall 2022 70% (On- campus:66% Online:66%); Spring 2023 69% (On- campus:63% Online:72%):</p> <p>For All schools: Fall 2022 61%; Spring 2023 61%.</p> <p>For Lamar Management Information Systems MISY: Fall 2022 64% (On- campus:61%O nline:68%); Spring 2023 65% (On-</p>	
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					<p>campus:60% Online:67%): For All schools: Fall 2022 53%; Spring 2023 53%.</p> <p>For Lamar Marketing: Fall 2022 81% (On- campus:79% Online:83%); Spring 2023 82%(On- campus:79% Online:84%):</p> <p>For All schools: Fall 2022 70%; Spring 2023 70%.</p> <p>For Lamar Statistics: Fall 2022 66% (On- campus:61% Online:71%); Spring 2023 64% (On- campus: 60% Online:65%):</p> <p>For All schools: Fall 2022 54%; Spring 2023 54%.</p> <p>For Lamar Supply Chain Management:</p>	
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					<p>Fall 2022 57% (On-campus:58% Online:84%);Spring 2023 78% (On-campus:76% Online:79%):</p> <p>For All schools: Fall 2022 45%; Spring2023 45%.</p> <p>For Lamar Business Law: Fall 2022 77% (On-Campus 71%; Online: 55%); Spring 2023 49% (On-campus 48%; Online 49%):</p> <p>For All Schools: Fall 2022 72%; Spring 2022 45%.</p> <p>For Lamar Overall Average: Fall 2022 66% (On-campus:62% Online: 70%); Spring 2023 64%(On-campus:61% Online: 66%):</p> <p>For All schools: Fall</p>	
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					2022 56%; Spring 2023 53%	
	Business Strategy game	The capstone simulation (Business Strategy Game) is used to evaluate students' capabilities in financial analysis, financial management, operations management, marketing management, and human resource management. Since the game requires students to make decisions on sustainability and environmental issues it is used to measure students' awareness of social responsibility issues.	MGMT 4370	Lamar BBA students, as a whole, will score at or above the 50th percentile nationwide in each area: Financial Analysis, Financial Management, Operations Management, Marketing Management, and Human Resource Management.	"Financial Analysis/Analytical Skills": Fall 2022: 52% (On-campus:60%,Online:45%) and Spring 2023: 59%(On-campus: 66%,Online 54%) "Financial Management": Fall 2022: 34% (On-campus:26%,Online :40%) and Spring2023: 33%(On-campus:24%,Online 39%) "Operations Management": Fall 2022: 34%(On-campus:41%,Online:28%) and Spring2023: 28%(On-campus:30%,Online:27%) "Marketing Management":	In the Business Strategy Game, students partially met the benchmarks both semesters Fall 2022 and Spring 2023.

					<p>Fall 2022: 31%(On-campus:25%,Online:37%) and Spring2023: 37% (On-campus:27%,Online:44%)</p> <p>"Human Resource Management":</p> <p>Fall 2022: 65%(On-campus:80%,Online:50%) andSpring 2023: 66%(On-campus:64%,Online:67%)</p>	
	BBA student satisfaction survey in	Senior business students complete the College of Business BBA Survey as part of the capstone business course MGMT 4370 Strategic Analysis.	MGMT 4370	80% of BBA students will list satisfied (2) to the following questions: Thinking only about the classes you have taken in the CoB, please rate your satisfaction with the quality of: Adequacy of bus. core courses; quality of courses for employment.	<p>Results of the BBA Satisfaction Survey for 2022-23 rating adequacy of preparation for business concentration courses show the benchmark was met for both semesters: Fall 2022: 80% (On-campus: 79%, Online: 81%); Spring 2023 NA (On-campus: NA,Online</p>	Results of the BBA Satisfaction Survey for 2022-23 rating adequacy of preparation for business concentration courses show the benchmark was met for both semesters. The BBA Satisfaction Survey for 2022-23 rating preparation for employment show the benchmark was partially met.



					NA).Results of the BBA Satisfaction Survey for 2022-23 rating preparation for employment show the benchmark was partially met: Fall 2022 79%(On-campus:68%; Online: 74%);Spring 2023: NA (On-campus: NA; Online: NA).	
	A set of common questions in ACCT 2301	A set of common questions will be administered in all sections of ACCT 2301 to evaluate students' mastery of financial accounting principles	ACCT 2301	Eighty percent of students will achieve an overall score of 70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most students should achieve a passing grade in the basic concepts of the course.	In ACCT 2301, Fall 2022 78% (On-Campus 74%; Online: 85%) and Spring 2023 61% (On-Campus:56%; Online: 68%)	BBA students meet the benchmark for the Common Core for ACCT 2301 for Fall 2022 but did not meet for Spring 2023.
	A set of Common questions in ACCT 2302	A set of common questions will	ACCT 2302	Eighty percent of students will achieve an	In ACCT 2302, 90% of the BBA	BBA students meet the benchmark for the Common

		be administered in all sections of ACCT 2302 to evaluate students' mastery of managerial accounting principles.		overall score of 70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most students should achieve a passing grade in the basic concepts of the course.	students in Fall 2022 (On-Campus:83%, Online: 100%) and 94% of the BBA students in Spring 2023 (On-Campus:93%, Online:96%) achieved an overall score of 70% or better on the common questions.	Core for ACCT 2302 for Fall 2022 and Spring 2023.
	A set of common questions in BUAL 2310/2305	A set of common questions will be administered in all sections of BUAL 2310/2305 to evaluate students' mastery of statistics.	BUAL 2310/2305	Eighty percent of students will achieve an overall score of 70% or better on the common questions.	Fall 2022: 57% (On-Campus: NA; Online: 57%) and Spring 2023 54% (On-Campus:61%; Online 47%).	BBA students did not meet the benchmark for the Common Core for BUAL 2305 for Fall 2022 and Spring 2023.
	A set of Common questions in BULW 1370	Set of common questions will be administered in all section of Business Environment and Public Policy to evaluate students'	BULW 1370	Eighty percent of students will achieve an overall score of 70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most	In BULW 1370, 95% of students met the benchmark in Fall 2022 (On-Campus: 95%;Online 95%) and 98% of students met the benchmark in Spring 2023	BBA students meet the benchmark for the Common Core for BULW 1370 for Fall 2022 and Spring 2023.

		mastery of legal concepts in the following areas: environmental law, consumer law, and employment law.		students should achieve a passing grade in the basic concepts of the course.	(On-Campus:98%; Online: 98%).	
	A set of Common questions in BULW 3310	A common set of questions will be administered in all sections of BULW 3310 Business Law to measure students' mastery of legal concepts.	BULW 3310	Eighty percent of students will achieve an overall score of 70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most students should achieve a passing grade in the basic concepts of the course.	In BULW 3310, 73% of the BBA students in Fall 2022 (On-Campus: 73%; Online: NT)and 83% in Spring 2023 (On-Campus: 64%; Online 100%) .	BBA students did not meet the benchmark for the Common Core for BULW 3310 for Fall 2022 but met the benchmark for Spring 2023.
	A set of Common questions in ECON 2301	A set of common questions will be administered in all sections of ECON 2301 to evaluate students' mastery of principles in	ECON 2301	Eighty percent of students will achieve an overall score of 70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most	In ECON 2301, 74% of the students did not meet the benchmark in Fall 2022 (On-campus- NA, Online 74%). In Spring 2023 76% of the	BBA students did not meet the benchmark for the Common Core for ECON 2301 for Fall 2022 and Spring 2023.

		macroeconomics.		students should achieve a passing grade in the basic concepts of the course.	students did meet the benchmark (On-campus N/T, Online 76%)	
	A set of Common questions in ECON 2302	A set of common questions will be administered in all sections of ECON 2302 to evaluate students' mastery of the principles of microeconomics.	ECON 2302	Eighty percent of students will achieve an overall score of 70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most students should achieve a passing grade in the basic concepts of the course.	In ECON 2302, 70% of the students did not meet the benchmark in Fall 2022 (On-campus N/T, Online 70%). In Spring 2023 58% of the students did meet the benchmark (On-campus 38%, Online 76%)	BBA students did not meet the benchmark for the Common Core for ECON 2302 for Fall 2022 and Spring 2023.
	A set of Common questions in FINC 3310	A set of common questions will be administered in all sections of FINC 3310 to evaluate students' mastery of the principles of finance.	FINC 3310	Eighty percent of students will achieve an overall score of 70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most students should achieve a passing grade in the basic	In FINC 3310, 83% of the students met the benchmark in Fall 2022 (On-campus 59%, Online 96%). In Spring 2023 91% of the students did not meet the benchmark (On-campus-	BBA students meet the benchmark for the Common Core for FINC 3310 for Fall 2022 and Spring 2023.

				concepts of the course.	NA, Online 91%).	
	A set of Common questions in MGMT 3310	A set of common questions will be administered in all sections of MGMT 3310 to evaluate students' mastery of the principles of management.	MGMT 3310	Eighty percent of students will achieve an overall score of 70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most students should achieve a passing grade in the basic concepts of the course.	In MGMT 3310, 99% of the students met the benchmark in Fall 2022 (On-campus 99%, Online-NT). In Spring 2023 98% of the students met the benchmark (On-campus 100%, Online 97%).	BBA students meet the benchmark for the Common Core for MGMT 3310 for Fall 2022 and Spring 2023.
	A set of Common questions in MGMT 3320	A set of common questions will be administered in all sections of MGMT 3320 to evaluate students' mastery of the principles of operations management.	MGMT 3320	Eighty percent of students will achieve an overall score of 70% or better on the common questions.	In MGMT 3320, 98% of the students did meet the benchmark in Fall 2022 (On-campus 100%, Online 98%). In Spring 2023 97% of the students met the benchmark(On-campus 98%, Online 96%).	BBA students meet the benchmark for the Common Core for MGMT 3320 for Fall 2022 and Spring 2023.
	A set of Common questions in MKTG 3310	A set of common questions will be	MKTG 3310	Eighty percent of students will achieve an overall score of	In MKTG 3310, 99% of the students met the	BBA students meet the benchmark for the Common Core for MKTG 3310 for Fall 2022 and Spring 2023.

		administered in all sections of MKTG 3310 to evaluate students' mastery of the principles of marketing.		70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most students should achieve a passing grade in the basic concepts of the course.	benchmark in Fall 2022 (On-campus 100%, Online 99%). In Spring 2023 91% of the students met the benchmark (On-campus NT, Online 91%).	
	A set of Common questions in MISY 3310	A set of common questions will be administered in all sections of MISY 3310 to evaluate students' mastery of the principles of information systems.	MISY 3310	Eighty percent of students will achieve an overall score of 70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most students should achieve a passing grade in the basic concepts of the course.	In MISY 3310, 99% of the students met the benchmark in Fall 2022 (On-campus 97%, Online 100%). In Spring 2023 96% of the students met the benchmark (On-campus 95%, Online 97%).	Updated/changed the platform taught in MISY 3310. Common core questions were updated Summer 2022. Results are similar to F21/Sp22. The benchmarks were met.
LG 2 Demonstrate the various skills in team-based performance situations such as planning, cooperation, group problem solving,	Demonstrate the various skills in team-based performance situations such as planning, cooperation, group	Business Strategy Game The capstone simulation (Business Strategy Game) is used to evaluate	MGMT 4370	Lamar BBA students, as a whole, will score at or above the 50th percentile nationwide on Leadership	For "Leadership skills: Fall 2022: 50% (On-campus: 57%, Online- 44%); Spring	The targets are partially met.

and consensus building	problem solving, and consensus building	students' capabilities in financial analysis, financial management, operations management, marketing management, and human resource management. Since the game requires students to make decisions on sustainability and environmental issues it is used to measure students' awareness of social responsibility issues.		Skills and Collaboration Teamwork using their performance in their simulated company.	2023:47% (On-campus: 59%, Online 38%). For "Collaboration & Teamwork": Fall 2022: 52% (On-campus:59%, Online:45%); Spring2023: 45% (On-campus: 55%, Online:39%).	
	BBA Survey	Senior business students complete the College of Business BBA Survey as part of the capstone business course MGMT	MGMT 4370	80% of BBA students will list satisfied (2) to the following questions: How satisfied are you with the effect of your CoB courses on: your ability to work	The ability to work effectively in teams: Fall 2022: 83% (On-campus: 87%, Online:78%); Spring 2023: NA (On-campus: 87%,	The benchmarks are met.

		4370 Strategic Analysis.		effectively in teams; your leadership skills.	Online: NA).Leadership Ability: Fall 2022: 83% (On-campus:79%; Online- 89%); Spring 2023: NA (On-campus:NA; Online- NA).	
LG 3 Utilize critical thinking skills and incorporate ethical considerations in decision making.	Utilize critical thinking skills and incorporate ethical considerations in decision making.	BSG The capstone simulation (Business Strategy Game) is used to evaluate students' capabilities in financial analysis, financial management, operations management, marketing management, and human resource management. Since the game requires students to make decisions on sustainability and environmental	MGMT 4370	Lamar BBA students, as a whole, will score at or above the 50th percentile nationwide in Strategic Analysis & Planning.	Fall 2022: 45% (On-campus:43%; Online: 48%); Spring 2023: 48% (On-campus:45%;Online:50%).	The benchmarks are not met.



		issues it is used to measure students' awareness of social responsibility issues.				
		BBA Survey Senior business students complete the College of Business BBA Survey as part of the capstone business course MGMT 4370 Strategic Analysis.	MGMT 4370	80% of BBA students will list satisfied (2) to the following questions: How satisfied are you with the effect of your CoB courses on: capacity to analyze & think critically; ethical sensitivity; development of entrepreneurial skill.	The capacity to analyze and think critically about complex situations: Fall 2022: 86% (On-campus: 84%, Online: 89%); Spring 2023: NA (On-campus: NA, Online NA). Rating development of entrepreneurial skills Fall 2022: 77% (On-campus: 74%, Online: 81%); Spring 2023: NA (On-campus: NA, Online: NA).	The targets are partially met.
		Critical Thinking Rubric Students' critical	MGMT 4370 & MGMT 3300	In MGMT 4370 & MGMT 3300, 80% of BBA students will receive	Students in MGMT 4370. Documents Purpose: Fall 2022: 89%	The benchmarks were met for the documents purpose. For the preview of key supporting points, the benchmarks are not met.

		<p>thinking skills are evaluated on a written assignment. Students are assessed on the following areas:</p> <p>Documents Purpose, Preview of Key Supporting Points and Details &amp; Review.</p>		<p>proficiency or high prof rating (3 or 4) on the stages of critical thinking in assignments.</p> <p>Documents Purpose, Preview of Key Supporting Points and Details &amp; Review.</p>	<p>(On-campus 94%, Online 87%) Spring 2023: 97% (On-campus 97%, Online 96%).</p> <p>Preview of Key Supporting Points: Fall 2022 66% (On-campus 83%, Online 60%) Spring 2023 56% (On-campus 65%, Online 44%).</p> <p>Details and Review: Fall 2022: 71% (On-campus 94%, Online 62%) Spring 2023: 73% (On-campus 81%, Online 63%)</p> <p>Students in MGMT 3300 Documents Purpose: Fall 2022: NA (On-campus NA, Online- NA). Spring 2023:</p>	
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					<p>94% (On-campus NT, Online- 94%).</p> <p>Preview of Key Supporting Points: Fall 2022 NA (On-campus - NA, Online- NA). Spring 2023 63% (On-campus - NT, Online- 63%).</p> <p>Details and Review: Fall 2022: NA (On-campus NA, Online NA). Spring 2023: 69% (On-campus NT, Online 69%).</p>	
LG 4 Presents ideas orally in a persuasive and professional manner.	Presents ideas orally in a persuasive and professional manner.	BBA Survey Senior business students complete the College of Business BBA Survey as part of the capstone business course MGMT 4370 Strategic Analysis.	MGMT 4370	80% of BBA students will list satisfied (2) to the following question: How satisfied are you with the effect of your CoB courses on: your oral presentations skills.	<p>Fall 2022: 65% (On-campus:66%, Online 63%)</p> <p>Spring 2023: NA (On-campus:NA,Online- NA).</p>	The targets are not met. Oral presentation teaching is introduced at the junior level now in MISY 3310 and MKTG 3310.

		Data presentation	MISY 3310	<p>Spring 23 student group pres. Each 3-5 minutes. The information presented was about data (Chapter from the textbook). However, the presentation itself wasn't data driven. Changes made F'23: include a small data project that students will be required to present going forward- this presentation will then be more data driven. Each student/group will have to research and prepare the data for the assignment. This will also ensure that groups aren't presenting the exact same data.</p>	<p>Fall 2022 NA / Spring 2023 Content focus on Audience Clarity Completeness 100%</p> <p>Fall 2022 NA / Spring 2023 Delivery Tone Speed 100%</p> <p>Fall 2022 NA / Spring 2023 Format &amp; Technique 99%</p> <p>Fall 2022 NA / Spring 2023 Grammar Mechanics 99%</p>	
		Persuasive presentation	BULW 3310, MKTG 3310	Eighty percent of the students	BULW 3310 Fall 2022:	BULW 3310 was measured in Fall 2022, but is no longer

		<p>rubric. During the presentation, students were assessed based on content focus on audience clarity completeness, delivery tone speed, format and technique and grammar mechanics. This was utilized to evaluate student performance in BULW 3310 F22, MKTG 3310 Sp23.</p>		<p>will receive acceptable or exemplary (1 or 2) on the content focus on audience clarity completeness, delivery tone speed, format and technique and grammar mechanics.</p>	<p>Content focus on audience clarity completeness 100% (on campus-100%, online-NT)</p> <p>Delivery tone speed 100% (on campus-100%, online-NT)</p> <p>Format and technique 99% (on campus-99%, online-NT)</p> <p>Grammar mechanics 100% (on campus- 100%, online -NT)</p> <p>MKTG 3310 Spring 2023: Content focus on audience clarity completeness 100% (on campus-NT, online-100%)</p> <p>Delivery tone speed 100% (on campus-</p>	<p>a required business core. Therefore, will measure in MKTG 3310.</p>
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					<p>NT, online-99%)</p> <p>Format and technique 99% (on campus- NT, online-100%)</p> <p>Grammar mechanics 100% (on campus- NT, online -100%)</p>	
LG 5 Understand global perspectives in business	Understand global perspectives in business	BBA Survey Senior business students complete the College of Business BBA Survey as part of the capstone business course MGMT 4370 Strategic Analysis.	MGMT 4370	80% of BBA students will list satisfied (2) to the following question: How satisfied are you with the effect of your CoB courses on: your understanding of the global dimensions of business.	Fall 2022: 69% (On-campus: 61%, Online 81%); and Spring 2023: NA (On-campus:NA, Online - NA).	Results of the BBA Satisfaction Survey for 2022-23 rating understanding global dimensions show the benchmark was not met for both Fall 2022
		Global Perspectives Rubric In MGMT 3310, students are assessed on the identification	MGMT 3310	80% of BBA students will receive an acceptable or exemplary (1or2) on the Identification of Global Factors,	“ID Global Factors” Fall 2022 100% (On Campus 100%, Online NT); Spring 2023 88% (On Campus 95%,	Overall, the BBA students meet the benchmark in all areas of evaluation for Global Perspectives for Fall 2022 and Spring 2023.

		of global factors, analysis of global factors, and the application of analysis of global factors to a management situation on their cases or projects.		Analysis of Global Factors, and Application of Analysis of Global Factors to Management Situation on their assignments (cases, projects, etc).	Online 85%)“Analysis Global Factors” Fall 2022 100% (On campus 100%, Online NT); Spring 2023 89% (On Campus 98%, Online 84%)“Application Global Factors” Fall 2022 100% (On campus 100%, Online NT); Spring 2023 89% (On campus 96%, Online 85%)	
		BAT Business Assessment Test will be administered every semester in MGMT 4370 to all students enrolled.	MGMT 4370	Overall, BBA students will score equal to or greater than the weighted average of all schools administering the BAT in International.	For Lamar International: Fall 2022 87% (On Campus: 84%, Online 84%); Spring 2023 78% (On Campus: 73%, Online 80%); For All schools: Fall 2022 82% & Spring 2023 72%	BBA students met the benchmark for the Business Assessment Test (BAT) for Fall 2022 and Spring 2023.
LG 6 Presents ideas in writing in	Presents ideas in writing in a clear,	BBA Survey Senior	MGMT 4370	80% of BBA students will	Fall 2022: 78%(On-	Results of the BBA Satisfaction Survey for 2022-

a clear, concise, and effective manner.	concise, and effective manner.	business students complete the College of Business BBA Survey as part of the capstone business course MGMT 4370 Strategic Analysis.		list satisfied (2) to the following questions: How satisfied are you with the effect of your CoB courses on: your writing skills.	campus: 76%, Online- 81%); Spring 2023 NA (On-campus:NA,Online- NA).	23 rating writing skills show the benchmark was not met
		Written Communication/ Writing Advantage Rubric In MGMT 4370 & MGMT 3310, students are assessed on grammar mechanics and style of their written assignments.	MGMT 4370 & MGMT 3300	Eighty percent of BBA students will receive a proficiency or high proficiency rating(3or4) on the Grammar Mechanics, Style in their written assignments.	MGMT 4370 – "Grammar Mechanics" Fall 2022 95% (On Campus - 100%, Online 94%) Spring 2023 100% (On Campus - 100%, Online 100%)  "Style" Fall 2022 77% (On campus 78%, Online- 77%) Spring 2023 74% (On campus 63%, Online- 85%)  MGMT 3300- "Grammar Mechanics" Fall 2022 NA, Spring 2023 100% (On	BBA students met partially the benchmarks for Fall 2022 and Spring 2023.



					campus NT, Online 100%)	
					“Style” Fall 2022 NA, Spring 2023 61% (on campus NT, online 61%).	
LG 7 Demonstrate awareness of social responsibility by experiencing service to business and the community.	Demonstrate awareness of social responsibility by experiencing service to business and the community.	Business Strategy Game The capstone simulation (Business Strategy Game) is used to evaluate students’ capabilities in financial analysis, financial management, operations management, marketing management, and human resource management. Since the game requires students to make decisions on sustainability and environmental issues it is used	MGMT 4370	Lamar BBA students, as a whole, will score at or above the 50th percentile nationwide in Corporate Social Responsibility.	Fall 2022: 46%(On-campus:45%; Online- 46%); Spring 2023: 61% (On-campus:54%;Online:66%).	The benchmarks are partially met

		to measure students' awareness of social responsibility issues.				
		BBA Survey Hours of Service to Business & Community On an annual basis, community service hours of students in the college will be collected.	MGMT 4370	Eighty percent of students will engage in at least 8 hours of service to the community (the university, the college, churches, business etc) each year.	<p>Fall 2022: 20% (On Campus 26%, Online 11%) of students responded that they engaged in 8 or more hours of service per semester and NA% in Spring 2023 (On Campus NA /Online NA). This is increase in participation in Fall 2022 compared to last year.</p> <p>BBA satisfaction survey: Attitude of community service 31% in. Fall 2022(On campus-32%, Online-30%) In Spring 2023 NA</p>	Targets were not met.

					<p>(Oncampus - NA, Online-NA)</p> <p>At least 8 hours per semester community service (80%)-inventory of student service activities in Fall 2022 NA (oncampus - NA, Online-NA)</p> <p>For spring 2023 NA( oncampus-NA, Online NA)</p>	
		<p>National Assessment of Service and Community Engagement A third party survey, the National Assessment of Service and Community Engagement, will be administered every 3 years to assess progress in developing a culture of community</p>	<p>All BBA students</p>	<p>The CoB will score "Established" of Community Engage. meaning service is a significant component of our culture, but potential for greater contribution exists. Full integration of community engage. requires college-wide reflection and</p>	<p>Administered in fall 2022 and spring 2023 data are not available.</p>	

		service at the college.		greater commitment.		
LG 8: Incorporate ethical considerations in decision making.	Incorporate ethical considerations in decision making.	BAT	All Schools	Overall, BBA students will score equal to or greater than the weighted average of all schools administering the BAT	<p>For Lamar ethics average for Fall 2022 81% (oncampus-77%, online-90%).</p> <p>For Spring 2023 Lamar ethics average is 79% (Oncampus-79%, online-86%)</p> <p>For all other schools for Fall 2022 67% (oncampus-67%, online-82%).</p> <p>For Spring 2023 Lamar ethics average is 82% (Oncampus-82%, online-82%)</p>	The targets are met.
		Senior business students complete the College of Business BBA Satisfaction	MGMT 4370	Eighty percent of students will list satisfied to the question.	<p>Ethical sensitivity for fall 2022 91% (on campus-89%, Online-93%).</p> <p>For spring</p>	

		Survey as part of the capstone business course MGMT 4370 Strategic Analysis.			2023 NA (oncampus-NA, online-NA)	
		Ethical written assignment marked under attentiveness, intelligent and responsible and only responsible.	MGMT 3300	Eighty percent of the student will be proficient or competent on it.	Fall 2022 & Spring 2023: Be attentive NA (on campus- NA, Online- NA) Be intelligent and reasonable NA(on campus-NA, Online-NA) Be responsible NA(On campus- NA, Online-NA)	
		Marketplace conscious capitalism	MGMT 3300	70% of the students will score above 50 on the conscious scorecard.	Fall 2022 28% (on campus- NA, online- 28%) Spring 2023 27% (on campus- NT, online-27%)	

**Table 2. Continuous Improvement Results Since Last Report**

<b>Stage 4: ACT</b>		
<b>Actions/Goals Based on Data Results</b> <i>*Copy last cycle's actions/goals and report on progress toward continuous improvement on those here.</i>	<b>Status</b> <i>C=Complete P=Progressing N=No Action Taken</i>	<b>Discussion of Status</b> <i>If C, describe efforts that led to accomplishment of actions/goals. If P, provide update on progress made toward accomplishing actions/goals and what tasks remain If N, discuss why action toward accomplishing actions/goals has been delayed and what work will be initiated toward accomplishment.</i>
LG1	P	<p>For courses not meeting the benchmarks for common questions, several changes are being implemented. For example, for BUAL 2305, An analysis of the data for 2022-2023, shows that weaknesses in chapters 5 and 6 persist. The poor results in these areas were the main reason why we did not meet our benchmark: "80% of students will score an overall 70% or better". The calculator tutorials helped but it will be necessary to provide the students with additional resources such as more practice problems and tutoring. A tutoring center was open during the Spring Semester and our plan is to encourage students to attend tutoring sessions particularly during the weeks when these chapters are taught. Additionally, we</p> <ol style="list-style-type: none"> <li>1. Used the most updated edition of the textbook.</li> <li>2. Used updated applied examples using Statistical software such as Excel</li> <li>3. Added New Videos</li> <li>4. Updated new handouts for each chapter</li> <li>5. Updated exams and quizzes</li> <li>6. Update the common core questions for BUAL 2305</li> </ol>

		<p>For ECON 2301 and 2302, during 2022-2023 there are several changes made to the course to enhance students' mastery of critical thinking and empirical/quantitative skills:</p> <ol style="list-style-type: none"> <li>1. Adoption of the new edition of the textbook,</li> <li>2. Engaging students with homework/quizzes for each topic,</li> <li>3. Ask students discussion questions related to the topics covered in the course and the current economic issues discussed in the news,</li> <li>4. New videos are provided, and alternative literature/cases are used.</li> </ol>
LG 3 & LG 6 As a result of analysis of Assurance of Learning findings for the past 5 years, COB faculty approved the development of a new business core course at the sophomore level to address the areas of critical thinking, decision-making, and professional business communication.	C	Course BUSI 2300 was created then changed/updated to MGMT 3300. CT rubric was updated, not efficient data. Will continue to monitor.
LG 3 Critical Thinking Rubric was updated for Spring 2022. Written assignments in MGMT 3300 and MGMT 4370 are being used to measure this goal.	P	The goals are partially met with the revised rubric. We will continue to monitor the student performance in the forthcoming semesters.
LG 3 will be split into two separate goals. LG3 will measure critical thinking skills and a new measure LG8 is developed to measure ethical consideration in decision making. The current LG3 measures only critical thinking.	C	LG 8 was measured for the first time in Sp23. The benchmarks were met.
LG 4 Oral communication is introduced earlier in the program in MISY 3310 and MKTG 3310.	P	The oral presentation assessment is in progress. Two types of presentations were taught presentation with data (ACCT 2301) and persuasive speech (BULW 3310). For grading an Oral Presentation rubric was used with some tweaks for each different

		<p>type of speech. Students utilized Pitch Vantage, a software allowing them to practice their presentations before a reactive digital audience. The tool assesses their voice tone and volume and gives immediate feedback. Students have the opportunity to practice with their fellow students before submitting the final presentation for a completion grade. Later, the presentations were moved to MISY 3310 and MKTG 3310. We are still assessing the outcome from MKTG 3310, and it is still in progress. In MISY 3310, we had students do group presentations that were 3-5 minutes per student. The information presented was about data (Chapters from the textbook), however, the presentation itself wasn't data-driven. We've decided to include a small data project that students will be required to present going forward – this presentation will then be more data-driven. The project itself is not a difficult one, but each student/group will have to research and prepare the data for the assignment. This will also ensure that groups aren't presenting the exact same data</p>
LG 4 Oral communication rubric was updated Spring 2021.	C	Rubric was updated to be used in MISY 3310 & MKTG 3310.
<p>LG 5 Invite at least one speaker on global perspectives each year. Students in MGMT 4370 are trained on global business simulation. Students in MISY 3310 and ECON 2301 participate in global awareness projects. Begin to target undergraduates for overseas travel (study abroad). Survey faculty regarding the desire for the development of core curriculum course in International Business. With approval of faculty, begin development of core class in International Business.</p>	P	<p>In addition to Spain Study Abroad, Spain is now offered twice a year. Greece has been offered in Sum '23. There are plans to offer to more study abroad programs in UK and China. International Business is now a BBA core requirement. Study Abroad course, course transferred from an institution with a study-abroad agreement with Lamar University. ECON 3350 International Trade, FINC 3370 International Finance, MKTG 4330 International Marketing, MGMT 3350 International Business.</p>



LG 7 The Accreditation and Assessment committee is reviewing 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.	P	COB Community Service Committee established
LG 7 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.	P	Will continue to develop.
New goal 2022-2023 for LG 8 Incorporate Ethical Consideration in Decision Making	C	The benchmark for the new goal is met in Spring 2023.