

BBA

Annual Program Report

Year:	2021-2022
Program:	BBA
Contact Person (include email & phone#)	Marleen Swerdlow

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. Common Core tests – questions were revised in the following courses:
BULW 3310 (Sum '20), MGMT 3310 (Sp '20) – shows improvement, MGMT 3320 (F '20) shows improvement and core material covered in all sections, MKTG 3310 (F '18) revised questions with new textbook, slight improvement and consistent, MISY 3310 (F'21) revised questions with new textbook – improvement.
2. As a results of analysis of AoL findings for the past 5 years, CoB faculty approved the development of a new business core course (BUSI 2300) to address the areas of critical thinking, decision-making, and professional business communication. This course was revised to include more rigor and changed to MGMT 3300.
3. Critical Thinking Rubric was revised for Spring 2022. Will continue to monitor.
4. Written Communication Rubric was revised for Spring 2021.
5. BUAL 2310 was replaced with BUAL 2305 beginning Fall 2021.
6. A pilot program with PitchVantage was available in one section of BCOM 3350 for Fall 2019. Student feedback it was not meaningful enough to purchase by the student. Power Point Coach was used in place of PitchVantage in BULW 3310 Fall 2022. A grant was awarded, and CoB purchased PitchVantage. Pitch Perfect is a passport professional development tool used in MKTG 3310 in Spring 2023.
7. The Accreditation & Assessment committee will review 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.
8. New online offerings: BBA in Marketing, HR Management and Finance
9. Updated the BBA in Accounting and a new track - Management Accounting and Analytics
10. The BBA in MISY Enterprise Systems Track is offered on-campus and now offered online in Spring 2022.
11. The BBA in MISY Business Analytics Track is offered on-campus & online beginning Spring 2021.

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:

BCOM 3350 is no longer a core requirement, therefore, MGMT 3300/3310 is used for assessments.

Approval of New and Revised Classes:

- MGMT 3350-- International Business is approved
- BUAL 3330 --Data Analytics in Business is approved
- BUAL 2305 --Business Statistics (changed from BUSI 2305)
- MGMT 3300--Intro to Critical Thinking for Bus Dec (formerly BUSI 3300)
- MISY 1373 no longer a prerequisite for MISY 3310
- Minor in Business Analytics is approved
 - 6 of 8 of the following courses:
 - MISY 3321
 - MISY 3341
 - MISY 3350
 - MISY 3390
 - MISY 4350
 - MISY 4380
 - ECON 4370
 - MKTG 4380
- Approved elimination of the following courses (12 hours) from BBA core curriculum
 - BUAL 3320
 - ECON 3340/3390
 - BCOM 3350
 - An unassigned course (created when university dropped hours from University core)
- Approved addition of International component (3 hours) that can be satisfied in the following ways:
 - Student taking an approved course or by having an approved course as part of their University core or courses taken for their major.
 - List of approved courses
 - Study abroad course
 - Course transferred from an institution with a study-abroad agreement with Lamar University
 - A major course such as ECON 3350, FINC 3370, MKTG 4330, MGMT 3350

Table 1. Assessment Results and Analyses for Current Cycle.

STAGE 1: PLAN				STAGE 2: DO		STAGE 3: STUDY
Departmental Student Learning Goal	Program Student Learning Outcome	Assessment	Assessment Method/Location	Benchmark Expectations	Data Results	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?
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, MIS, MKTG, BUAL, Ethics and Supply Chain MGMT.	For Lamar Accounting: Fall 2021 84% (On-campus: 84% Online: NT); Spring 2022 70%(On-campus: 68% Online:71%): For All schools: Fall 2021 67%; Spring 2022 67% For Lamar Economics: Fall 2021 77% (On-campus:77% Online: NT); Spring 2022 64%(On-campus:59% Online: 67%): For All schools Fall 2021 58%; Spring 2022 58% For Lamar Finance: Fall 2021 88% (On-campus:88% Online:NT);	No Improvements Deemed Necessary BBA students met the benchmark for the Business Assessment Test (BAT) for Fall2021 and all but Ethics in Spring 2022.

					<p>Spring 2022 69%(On- campus:67%O nline:70%): For All schools: Fall 2020 63%; Spring 2021 63% For Lamar Management: Fall 2021 78% (On- campus:78% Online:NT); Spring 202264% (On- campus:62% Online:66%): For All schools: Fall 2021 60%; Spring 2022 60%For Lamar Management Information Systems MIS: Fall 2021 70% (On- campus:70%O nline:NT); Spring 2022 58% (On- campus:55% Online:60%): For All schools: Fall 202153%; Spring 2022 53%For Lamar Marketing: Fall 2021 87% (On- campus:87%</p>	
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					<p>Online:NT); Spring 2022 73%(On- campus:72% Online:73%): For All schools: Fall 2021 69%; Spring 2022 69%For Lamar Statistics: Fall 2021 71% (On- campus:71% Online:NT); Spring 2022 57% (On- campus: 55% Online:59%): For All schools: Fall 2021 52%; Spring 2022 52%For Lamar Ethics: Fall 2021 95% (On- campus:95% Online:NT); Spring 2022 76% (On- campus:76% Online:76%): For All schools: Fall 2021 83%; Spring 2022 83%For Lamar Supply Chain Management: Fall 2021 90% (On- campus:90% Online:NT);Spr</p>	
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					<p>ing 2022 74% (On-campus:74% Online:73%): For All schools: Fall 2021 68%; Spring2022 68%For Lamar Business Law: Fall 2021 53% (On-Campus 53%; Online: NT); Spring 202249% (On- campus 46%; Online 51%): For All Schools: Fall 2021 42%; Spring 2022 42%For Lamar Overall Average: Fall 2021 72% (On- campus:72% Online: NT); Spring 202259%(On- campus:57% Online: 60%): For All schools: Fall 2021 50%; Spring 2022 50%</p>	
	A set of common questions in ACCT 2301	A set of common questions will be administered in all sections of	ACCT 2301	Eighty percent of students will achieve an overall score of 70% or better on the common	In ACCT 2301, Fall 2021 59% (On-Campus 59%; Online: NT) and Spring 2022 59% (On-	BBA students did not meet the benchmark for the Common Core for ACCT 2301 for Fall 2021 and Spring 2022.

		ACCT 2301 to evaluate students' mastery of financial accounting principles		questions. Rationale: Seventy percent is a passing grade. Most students should achieve a passing grade in the basic concepts of the course.	Campus:59%; Online: NA)	New textbook adopted Fall 2021
	A set of Common questions in ACCT 2302	A set of common questions will be administered in all sections of ACCT 2302 to evaluate students' mastery of managerial accounting principles.	ACCT 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 ACCT 2302, 85% of the BBA students in Fall 2021 (On-Campus:85%, Online: N/T)and 91% of the BBA students in Spring 2022 (On-Campus:74%, Online:98%) achieved an overall score of 70% or better on the common questions.	BBA students met the benchmark for the Common Core for ACCT 2302 for Fall 2021and for Spring 2022.
	A set of common questions in BUAL 2305	A set of common questions will be administered in all sections of BUAL 2305 to evaluate students' mastery of statistics.	BUAL 2305	Eighty percent of students will achieve an overall score of 70% or better on the common questions.	Fall 2021: 64% (On-Campus: 65%; Online: NA%) and Spring 2022 60% (On-Campus:75%; Online 45%).	BBA students did not meet the benchmark for Fall 2021 and Spring 2022

	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' mastery of legal concepts in the following areas: environmental law, consumer law, and employment law.	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 students should achieve a passing grade in the basic concepts of the course.	In BULW 1370, 97% of students met the benchmark in Fall 2021 (On-Campus: 95%;Online 98%) and 97% of students met the benchmark in Spring 2022 (On-Campus:97%; Online: N/T).	BBA students met the benchmark for the Common Core for BULW 1370 for Fall 2021and Spring 2022.
	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 thecommon questions. Rationale: Seventy percent is a passing grade. Most studentsshould achieve a passing grade in the basic concepts of the course.	In BULW 3310, 78% of the BBA students in Fall 2021 (On-Campus: 78%; Online:N/T)and 82% in Spring 2022 (On-Campus: 73%; Online 84%) .	BBA students partially met the benchmark for the Common Core for BULW 3310 forFall 2021 and met the benchmark for Spring 2022.
	A set of Common questions in ECON 2301	A set of common questions will be	ECON 2301	Eighty percent of students will achieve an overall score of	In ECON 2301, 75% of the students did not meet the	BBA students partially met the benchmark for the Common Core for ECON 2301 forFall 2021 and Spring

		administered in all sections of ECON 2301 to evaluate students' mastery of principles in macroeconomics.		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 2021 (On-campus N/T, Online 75%). In Spring 2022 81% of the students did meet the benchmark (On-campus N/T, Online 81%)	2022. However there was improvement in Spring from last year.
	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, 71% of the students did not meet the benchmark in Fall 2021 (On-campus N/T, Online 71%). In Spring 2022 34% of the students did meet the benchmark (On-campus 34%, Online NT%)	BBA students partially met the benchmark for the Common Core for ECON 2302 for Fall 2021 and Spring 2022.
	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	FINC 3310	Eighty percent of students will achieve an overall score of 70% or better on the common questions. Rationale: Seventy percent is a	In FINC 3310, 91% of the students met the benchmark in Fall 2021 (On-campus 71%, Online 98%). In Spring 2022 54% of the	BBA students partially met the benchmark for the Common Core for FINC 3310 for Fall 2021 and Spring 2022.

		the principles of finance.		passing grade. Most students should achieve a passing grade in the basic concepts of the course.	students did not meet the benchmark (On-campus 54%, Online NT%).	
	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, 81% of the students met the benchmark in Fall 2021 (On-campus 56%, Online 98%). In Spring 2022 84% of the students met the benchmark (On-campus 49%, Online 99%).	BBA students did meet the benchmark for the Common Core for MGMT 3310 for Fall 2021 and Spring 2022.
	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, 78% of the students did not meet the benchmark in Fall 2021 (On-campus 100%, Online 59%). In Spring 2022 99% of the students met the benchmark (On-campus 98%, Online 99%).	BBA students partially met the benchmark for the Common Core for MGMT 3320 for Fall 2021 and Spring 2022.

	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 2021 (On-campus 97%, Online 100%). In Spring 2022 97% of the students met the benchmark (On-campus 89%, Online 98%).	BBA students met the benchmark for the Common Core for MISY 3310 for Fall 2021 and Spring 2022.
	A set of Common questions in MKTG 3310	A set of common questions will be administered in all sections of MKTG 3310 to evaluate students' mastery of the principles of marketing.	MKTG 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 MKTG 3310, 90% of the students met the benchmark in Fall 2021 (On-campus 86%, Online 94%). In Spring 2022 85% of the students met the benchmark (On-campus 85%, Online NT%).	BBA students met the benchmark for the Common Core for MKTG 3310 for Fall 2021 and Spring 2022.
	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	"Financial Analysis/Analytical Skills": Fall 2021: 39% (On-campus: 39%,	In the Business Strategy Game, students partially met the benchmarks both semesters Fall 2021 and Spring 2022.

		<p>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.</p>		<p>wide in each area: Financial Analysis, Financial Management, Operations Management, Marketing Management, and Human Resource Management.</p>	<p>Online:N/T) and Spring 2022: 58%(On-campus: 61%, Online 56%) "Financial Management": Fall 2021: 38% (On-campus:38%, Online :N/T) and Spring 2022: 40%(On-campus:31%, Online 47%) "Operations Management": Fall 2021:28%(On-campus:28%, Online:N/T) and Spring 2022: 36%(On-campus:33%, Online:38%) "Marketing Management": Fall 2021: 26%(On-campus:26%, Online:N/T) and Spring 2022: 38% (On-campus:25%, Online:46%) "Human Resource Management":</p>	
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					Fall 2021: 50%(On-campus:50%, Online:N/T) andSpring 2022: 44%(On-campus:36%, Online:49%)	
	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: 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.	Results of the BBA Satisfaction Survey for 2021-22 rating adequacy of preparation for business concentration courses show the benchmark was met for both semesters: Fall 2021: 88% (On-campus: 88%, Online: N/T); Spring 2022 96% (On-campus: 97%, Online 95%). Results of the BBA Satisfaction Survey for 2021-22 rating preparation for employment show the benchmark was partially met: Fall 2021 83%(On-campus:83%;	Results of the BBA Satisfaction Survey for 2021-22 rating adequacy of preparation for business concentration courses show the benchmark was partially met for both semesters.

					Online: N/T);Spring 2022: 79% (On-campus: 81%; Online: 77%).	
LG 2 Demonstrate the various skills in team-based performance situations such as planning, cooperation, group problem solving, and consensus building	Demonstrate the various skills in team-based performance situations such as planning, cooperation, group problem solving, and consensus building	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 on Leadership Skills and Collaboration Teamwork using their performance in their simulated company.	For "Leadership skills: Fall 2021: 56% (On-campus: 56%, Online N/T); Spring 2022: 56% (On-campus: 59%, Online 53%) For "Collaboration & Teamwork": Fall 2021: 59% (On-campus: 59%, Online: NT); Spring 2020: 62% (On-campus: 63%, Online: 61%).	In the Business Strategy Game, the BBA students partially met the standard in "Leadership skills" and met the standard in "Collaboration & Teamwork" for the Fall 2020 and Spring 2022 semesters.

	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: your ability to work effectively in teams; your leadership skills.	The ability to work effectively in teams: Fall 2021: 83% (On-campus: 83%, Online: N/T); Spring 2022: 91% (On-campus: 94%, Online: 90%). Leadership Ability: Fall 2021: 79% (On-campus: 79%; Online N/T); Spring 2022: 97% (On-campus: 97%; Online 97%).	Results of the BBA Satisfaction Survey for 2021-22 rating ability to work effectively in teams and leadership ability was partially met.
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.	MGMT 4370	Lamar BBA students, as a whole, will score at or above the 50th percentile nationwide in Strategic Analysis & Planning.	Fall 2021: 58% (On-campus: 58%; Online: N/T); Spring 2022: 59% (On-campus: 55%; Online: 61%).	The BBA students met the benchmark in Strategic Analysis & Planning in both Fall 2021 and Spring 2022 semesters

		Since the game requires students to make decisions on sustainability and environmental 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 2021: 92% (On-campus: 92%, Online: N/T); Spring 2022: 94% (On-campus: 94%, Online 95%). Rating ethical sensitivity: Fall 2021: 92% (On-campus: 92%; Online: N/T); Spring 2022: 93% (On-campus: 90%; Online 95%). Rating development of entrepreneurial	BBA students partially met the benchmark for: capacity to analyze & think critically; ethical sensitivity; development of entrepreneurial skill.

					skills Fall 2021: 71% (On-campus:71%, Online:N/T); Spring 2022: 87% (On-campus:90%, Online 85%).	
		Critical Thinking Rubric Students' critical thinking skills are evaluated on a written assignment. Students are assessed on the following areas: recognizing assumptions, evaluating arguments, and drawing conclusions.	BUSI 2300 & MGMT 4370	In MGMT 4370 & BUSI 2300, 80% of BBA students will receive proficiency or high proficiency (1 or 2) on the stages of critical thinking in assignments. Recognizing assumptions, evaluating arguments, & drawing conclusions.	Fall 2021 Students in MGMT 4370 met the benchmarks in all three criteria in Fall 2021 Recognize Assumptions: Fall 2021 100% (On-campus 100%, Online NT) Evaluate Arguments: Fall 2021 100% (On-campus 100%, Online NT) Draw Conclusions: Fall 2021 100% (On-campus 100%, Online NT) Fall 2021 Students in BUSI 2300/MGMT 3300 met all three benchmarks in Fall	BBA students met the benchmark in critical thinking in all areas in MGMT 4370 & BUSI 3300 for Fall 2021. Critical Thinking Rubric was updated Spring 2022.

					<p>2021Recognize</p> <p>Assumptions: Fall 2021 91% (On-campus NT, Online 91%)Evaluate Arguments: Fall 2021 84% (On-campus NT, Online 84%)Draw Conclusions: Fall 2021 82% (On-campus NT, Online 82%)</p>	
		<p>Critical Thinking Rubric</p> <p>Students' critical thinking skills are evaluated on a written assignment. Students are assessed on the following areas: Documents Purpose, Preview of Key Supporting Points and Details & Review. \</p>	MGMT 4370 & MGMT 3300	<p>In MGMT 4370 & MGMT 3300, 80% of BBA students will receive proficiency or highprof rating (3 or 4) on the stages of critical thinking in assignments. Documents Purpose, Preview of Key Supporting Points and Details & Review.</p>	<p>MGMT 4370 - Spring 2022:The Critical Thinking Rubric was updated:Students in MGMT 4370 partially met the benchmarksDocuments Purpose: Spring 2022: 90% (On-campus 83%, Online 97%)Preview of Key Supporting Points: Spring 2022 39% (On-campus 46%, Online 33%)Details</p>	<p>BBA students met the benchmark in critical thinking in all areas in MGMT 4370 &MGMT 3300 for Spring 2022.</p>

					<p>and Review: Spring 2022: 85% (On-campus 93%, Online 97%) Spring 2022: The Critical Thinking Rubric was updated: Students in MGMT 3300 met the benchmarks Documents Purpose: Spring 2022: 85% (On-campus NT%, Online 85%) Preview of Key Supporting Points: Spring 2022 83% (On-campus NT%, Online 83%) Details and Review: Spring 2022: 83% (On-campus NT%, Online 83%)</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	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	<p>Fall 2021: 75% (On-campus: 75%, Online NT) Spring 2022: 80% (On-campus: 84%, Online 77%).</p>	Results of the BBA Satisfaction Survey for 2021-22 rating oral presentation skills show the benchmark was partially met for Fall 2021 but met for Spring 2022.

		capstone business course MGMT 4370 Strategic Analysis.		on: your oral presentations skills.		
		Oral Presentation RubricDuring their case analysis presentations students were assessed on their organization, voicequality, mannerisms, use of media, and quality of conclusion, vocabulary, and their use oftechnology. The oral communication rubric will be utilized to evaluate students' presentationski lls in BCOM 3350.	BCOM 3350	Eighty percent of BBA students will receive an acceptable or exemplary rating (1or2) in Content Focus on Audience Clarity Completeness, Delivery Tone Speed, Format & Technique and Grammar Mechanics on their oral communication skills.	"Content Focus on Audience Clarity Completeness" : Fall 2021 99%:(On campus -NT%, Online - 99%), Spring 2022 97% (On campus NT, Online 97%) "Delivery Tone Speed": Fall 2021 at 99% (On campus - NT, Online - 99%), Spring 2022100% (On campus NT, Online 100%) "Format & Technique" Fall 2021 99% (On campus NT, Online 99%) Spring 2022 100%(On campus NT, Online 100%) "Gramm ar Mechanics" Fall 2021 99% (On campus NT, Online	BBA students met the overall benchmark in both Fall 2021 and Spring 2022.

					99%) Spring 2022 100%(On campus NT, Online 100%)	
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 2021: 92% (On-campus: 92%, Online NT); and Spring 2022: 90%(On-campus:84%, Online 95%).	Results of the BBA Satisfaction Survey for 2021-22 rating understanding global dimensions show the benchmark was met for both Fall 2021 and Spring 2022.
		Global Perspectives Rubric In MGMT 3310, students are assessed on the identification of global factors, analysis of global factors, and the application of analysis of global factors to a management situation on their cases or projects.	MGMT 3310	80% of BBA students will receive an acceptable or exemplary (1 or 2) on the identification of Global Factors, Analysis of Global Factors, and Application of Analysis of Global Factors to Management Situation on their assignments (cases, projects, etc).	"ID Global Factors" Fall 2021 79% (On Campus 100%, Online 63%); Spring 2022 94%(On Campus 87%, Online 100%) "Analysis of Global Factors" Fall 2021 76% (On campus 99%, Online 59%); Spring 2022 98% (On Campus 97%, Online 99%) "Application of Global Factors" Fall 2021 71% (On campus 90%,	Overall, the BBA students did not meet the benchmark in all areas of evaluation for Global Perspectives for Fall 2021, but did meet the overall benchmark in Spring 2022.

					Online 54%); Spring2022 96% (On campus 95%, Online 98%)	
		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 2021 86% (On Campus: 86%, Online NT); Spring 2022 71% (On Campus: 85%, Online 73%); For All schools: Fall 2021 & Spring 2022 70%	BBA students met the benchmark for the Business Assessment Test (BAT) for Fall 2021 and Spring 2022.
LG 6 Presents ideas in writing in a clear, concise, and effective manner.	Presents ideas in writing in a clear, concise, and effective 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 questions: How satisfied are you with the effect of your CoB courses on: your writing skills.	Fall 2021: 75% (On-campus: 75%, Online NT); Spring 2022 84% (On-campus: 77%, Online 90%).	Results of the BBA Satisfaction Survey for 2021-22 rating writing skills show the benchmark was not met for Fall 2021 and overall met for Spring 2021.
		Written Communication/Writing Advantage Rubric In MGMT 4370 & MGMT 3310, students are assessed on grammar	MGMT 4370 & MGMT 3310	Eighty percent of BBA students will receive a proficiency or high proficiency rating (3 or 4) on the Grammar Mechanics, Style in their	MGMT 4370 – Spring 2022 For "Grammar Mechanics" the results were Spring 2022 at 100% (On Campus - 100%, Online	BBA students partially met the benchmarks for Spring 2022.

		mechanics and style of their written assignments.		written assignments.	100%) For "Style" the results were Spring 2022 at 38% (On campus 48%, Online) 31% MGMT 3310 – Spring 2022 For "Grammar Mechanics" the results were Spring 2022 at 92% (On campus 97%, Online 88%) For "Style" the results were Spring 2022 at 64% (On campus 68%, Online 58%)	
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	MGMT 4370	Lamar BBA students, as a whole, will score at or above the 50th percentile nationwide in Corporate Social Responsibility.	Fall 2021: 30% (On-campus: 30%; Online NT); Spring 2022: 53% (On-campus: 47%; Online: 57%).	BBA students partially met the benchmarks in Corporate Social Responsibility in the Fall 2021 and in the Spring 2022 semester.

		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.				
		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.	Fall 2021: 13% (On Campus 13%, Online NT) of students responded that they engaged in 8 or more hours of service per semester and 17% in Spring 2022 (On Campus 26% /Online 10%). This is decrease in participation in Fall 2021 compared to last year.	BBA students did not meet the benchmark for Fall 2021 or Spring 2022.
		National Assessment of	All BBA students	The CoB will score	Administered in Spring 2022,	the CoB did not meet the benchmark.

		Service and Community EngagementA 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 service at the college.		"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 greater commitment.	the CoB Score is "Evolving".	

Table 2. Continuous Improvement Results Since Last Report

Stage 4: ACT		
Actions/Goals Based on Data Results <i>*Copy last cycle's actions/goals and report on progress toward continuous improvement on those here.</i>	Status <i>C=Complete P=Progressing N=No Action Taken</i>	Discussion of Status <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>
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 Spring2022. Written assignments in MGMT 3300 and MGMT 4370 will be used to measure this goal.	P	Sp22 was the first semester used with the revised rubric.
LG 3 will be split into two separate goals. LG3 will measure critical thinking skills and a new measure LG8 will be developed to measure ethical consideration in decision making. The current LG3 measures only critical thinking.	C	LG 8 will be measured for the first time in Sp23.
LG 4 A pilot program with PitchVantage will be available in one section of BCOM 3350 for Fall2019.	C	Student feedback: PitchVantage was not meaningful enough to purchase.
LG 4 BCOM 3350 is no longer a core requirement for the BBA. Accordingly, we must find another course to measure oral presentation skills.	P	<ol style="list-style-type: none"> 1. BULW 3310 Fall '22 used powerpoint coach. 2. MKTG 3310 Sp '23 will use PitchVantage. A grant was used to purchase PitchVantage to use in a passport professional development tool.
LG 4 Oral communication rubric was updated Spring2021.	C	Rubric was updated to be used in BULW 3310 & MKTG 3310.

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	In addition to Spain Study Abroad, Spain is now offered twice a year. Greece is now offered Sum '23. 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.
LG 5 Global Perspectives will also be measured in the new international business core that will be offered in Sp2022 and future newly developed international courses.	P	Class created in Sp' 22 will develop assessments measures. 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.
LG 7 The Accreditation and Assessment committee will review 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	New goal is approved. Will measure in Sp '23.