



# Program Assessment Plan Matrix

Program Unit or Department: **Bachelor of Business Administration (BBA)**

Date Submitted: Revised May 2023

Student Learning Outcomes	Assessment Methodology	Target	Summary of Major Findings		Actions Taken to Improve Student Learning	Timeframe
SLO 1: Utilize management and leadership concepts in the process of decision-making.	Method 1: <b>Organizational Behavior:</b> Week 5 Summary Quiz	90% of the students will achieve a score of 70% or better.	2017-2018 2018-2019 2019-2020 2020-2021 Four Year Average	95% 100% 96% 97% 97%	The outcome has been met by all assessment methods...will continue monitoring into the future.	
	Method 2: <b>Managing Human Resources:</b> Week 5 Presentation	90% of the students will be deemed as outstanding or proficient per the standardized presentation rubric included in the course curriculum.	2017-2018 2018-2019 2019-2020 2020-2021 Four Year Average	96% 91% 92% 95% 94%		
	Method 3: <b>Employment and Enrollment Survey</b>	50% rate their skill level as high or very high	2016 Survey 2017 Survey 2018 Survey 2019 Survey  Four Year Average	50% 53% 60% 64% 57%		
SLO 2: Recommend solutions to organizational challenges based on ethics, relevant formal research and understanding of the environments in which organizations function.	Method 1: <b>Management and Leadership Techniques:</b> Week 5 Case Study Analysis	90% of the students will be deemed as outstanding or proficient per the standardized case rubric included in the course curriculum.	2017-2018 2018-2019 2019-2020 2020-2021 Four Year Average	100% 95% 91% 88% 94%	The outcome has been met by all assessment methods...will continue monitoring into the future.	
	Method 2: <b>Ethics and Law:</b> Government Regulation/Ethical Compliance Report	90% of the students will achieve a score of 70% or better.	2017-2018 2018-2019 2019-2020 2020-2021 Four Year Average	95% 96% 94% 100% 97%		
SLO 3: Apply analytical tools and skills used in organizations	Method 1: <b>Fundamentals of Accounting</b> Final Exam	Report 90% of the students will achieve a score of 70% or better.	2017-2018 2018-2019 2019-2020 2020-2021 Four Year Average	83% 91% 91% 96% 90%	The outcome has been met by all assessment methods...will continue monitoring in the future.	

	Method 2: <b>Spreadsheets for Leaders:</b> Week 2 Hands-On Exam	90% of the students will achieve a score of 70% or better.	2017-2018 78% 2018-2019 93% 2019-2020 92% 2020-2021 100% <b>Four Year Average 91%</b>		
SLO 4: Apply the functional areas of business and demonstrate an understanding of their interrelationships with organizations	Method 1: <b>Peregrine</b> end of program test overall average score	Will exceed national averages	2017-2018 75% 2018-2019 75% 2019-2020 61% 2020-2021 66% 2021-2022 68% <b>ACBSP AVERAGE 57%</b>	Outcome has been met by all assessment methods...will continue monitoring into the future.	
	Method 2: <b>Strategic Planning:</b> Strategic Audit	90% of the students will achieve a score of 70% or better.	2017-2018 95% 2018-2019 93% 2019-2020 92% 2020-2021 92% 2021-2022 92% <b>Four Year Average: 93%</b>		
SLO 5: Apply critical thinking skills	Method 1: <b>Strategic Planning:</b> Strategic Audit	90% of the students will achieve a score of 70% or better.	2017-2018 95% 2018-2019 93% 2019-2020 92% 2020-2021 92% 2021-2022 93% <b>Four Year Average: 92%</b>	Outcome has been met by all assessment methods...will continue monitoring into the future.	
	Method 2: <b>Business Finance:</b> Final Project	90% of the students will achieve a score of 70% or better.	2017-2018 87% 2018-2019 77% 2019-2020 90% 2020-2021 94% 2021-2022 94% <b>Four Year Average: 89%</b>		