



# Program Assessment Plan Matrix

Program Unit or Department: **Bachelor of Business Administration- Management Major**

Date Submitted: Revised May 2021

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 2021-2022 <b>Four Year Average:</b>	95% 100% 96% 97% 97% <b>97%</b>	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 2021-2022 <b>Four Year Average:</b>	96% 91% 92% 95% 95% <b>93%</b>		
	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 2021-2022 <b>Four Year Average:</b>	100% 95% 91% 88% 89% <b>91%</b>	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 2021-2022 <b>Four Year Average:</b>	95% 96% 94% 100% 98% <b>97%</b>		
SLO 3:	Method 1:	Report 90% of the students will achieve a score of 70% or better.	2017-2018 2018-2019 2019-2020	83% 91% 91%		

Apply analytical tools and skills used in organizations	<b>Fundamentals of Accounting</b> Final Exam		2020-2021 96% 2021-2022 96% <b>Four Year Average: 93%</b>	Outcome has been met by one of the assessment methods. Recent trends indicate the accounting measure has improved. This will be watched closely in future periods to make sure the positive trend continues.
	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% 2021-2022 99% <b>Four Year Average: 96%</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% Four Year Average: <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 one assessment method while the 2 <sup>nd</sup> method was close...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>	
SLO 6: Integrate the principles of planning, organizing, influencing, leading and controlling to prepare students for a rapidly changing and competitive marketplace.	Method 1: <b>Peregrine</b> Management Score	Will exceed national averages	2017-2018 63% 2018-2019 71% 2019-2020 65% 2020-2021 69% 2021-2022 69% <b>ACBSP AVERAGE 57%</b>	Outcome has been met by one assessment method while the 2 <sup>nd</sup> method is continuing to improve...will continue monitoring into the future.
	Method 2: <b>Project Management:</b> Week 5 Cumulative Case Study	90% of the students will achieve a score of 70% or better.	2017-2018 89% 2018-2019 50% 2019-2020 90% 2020-2021 86%	

			2021-2022 88%		
			Four Year Average: 79%		