

**Business Administration Degree Program: 2016-2017 Academic Year (Accounting)
Student Learning Outcomes Assessment**

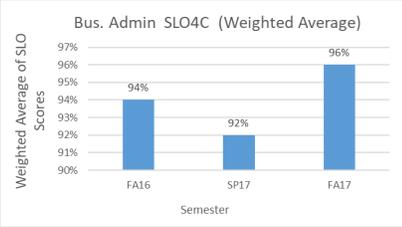
Learning Outcomes	Assessment Method	Standard/Outcome Measure	Results	Use of Results/Program Change																				
BUS ADM ACC SLO 1: Apply GAAP to the processing & reporting of business transactions	Test embedded questions and project evaluation using rubric are used to assess student achievement in core ACC 201.	50% of the students will score 75% or higher in targeted courses	<p>ACC BA SLO1 Final Project (Weighted Average)</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>73%</td></tr> <tr><td>FA16</td><td>90%</td></tr> <tr><td>SP17</td><td>90%</td></tr> <tr><td>FA17</td><td>90%</td></tr> </table> <p>ACC BA SLO1 Test Embedded (Weighted Average)</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>0%</td></tr> <tr><td>FA16</td><td>61%</td></tr> <tr><td>SP17</td><td>67%</td></tr> <tr><td>FA17</td><td>62%</td></tr> </table>	Semester	Weighted Average of SLO Scores	SP16	73%	FA16	90%	SP17	90%	FA17	90%	Semester	Weighted Average of SLO Scores	SP16	0%	FA16	61%	SP17	67%	FA17	62%	Test embedded questions and project evaluation using rubric are used to assess student achievement in core ACC 201.
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BUS ADM ACC SLO 2: Prepare GAAP-based financial statements	Test embedded questions and project evaluation using rubric are used to assess student achievement in core ACC 201.	50% of the students will score 75% or higher in targeted courses	<p>ACC BA SLO2 Final Project (Weighted Average)</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>78%</td></tr> <tr><td>FA16</td><td>92%</td></tr> <tr><td>SP17</td><td>83%</td></tr> <tr><td>FA17</td><td>85%</td></tr> </table> <p>ACC BA SLO2 Test Embedded (Weighted Average)</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>0%</td></tr> <tr><td>FA16</td><td>71%</td></tr> <tr><td>SP17</td><td>80%</td></tr> <tr><td>FA17</td><td>73%</td></tr> </table>	Semester	Weighted Average of SLO Scores	SP16	78%	FA16	92%	SP17	83%	FA17	85%	Semester	Weighted Average of SLO Scores	SP16	0%	FA16	71%	SP17	80%	FA17	73%	The Business Administration Accounting Core SLO2 is partially met. The changes made are: ACC 201: The final project has changed slightly each semester in order to make the objectives more clear for the students. This semester (Spring 2018), the faculty has changed it dramatically by giving the project instructions in the 3rd week of the semester and having them work on it throughout the semester, guiding them along the way. The faculty is using the project as a way to apply the chapter concepts to a company that they created by writing journal entries that apply to that particular chapter and prior chapters. In the Fall 2017, the faculty started assigning pretest questions that were completed online. They were intended to encourage the students to read the chapters prior to class to give the students background knowledge of the material for lectures and discussions during class. In the Spring 2018, faculty changed the approach by assigning them "class preparation assignments" or CPAs that they have to turn in prior to class. These are not completed online but instead are completed by hand (typed). The class then go over the questions, highlighting the areas that students had more trouble answering but still making sure that each student understands the answers to the questions. The CPAs have assigned readings attached to them, and the questions are purposefully selected according to the course material that will be covered that day in class.
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SP17	80%																							
FA17	73%																							
BUS ADM ACC SLO 3: Solve problems using managerial models	Test embedded questions and project evaluation using rubric are used to assess student achievement in core ACC 202.	50% of the students will score 75% or higher in targeted courses	<p>BUS. Admin. ACC SLO3 Test Embedded</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>46%</td></tr> <tr><td>FA16</td><td>45%</td></tr> <tr><td>SP17</td><td>58%</td></tr> <tr><td>FA17</td><td>56%</td></tr> </table> <p>BUS. Admin. ACC SLO3 Final Project</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>68%</td></tr> <tr><td>FA16</td><td>53%</td></tr> <tr><td>SP17</td><td>75%</td></tr> <tr><td>FA17</td><td>63%</td></tr> </table>	Semester	Weighted Average of SLO Scores	SP16	46%	FA16	45%	SP17	58%	FA17	56%	Semester	Weighted Average of SLO Scores	SP16	68%	FA16	53%	SP17	75%	FA17	63%	The Business Administration Accounting Core SLO3 is not met. The following changes are made: ACC 202: The final project has changed slightly each semester in order to make the objectives more clear for the students. This semester (Spring 2018), the faculty has changed it dramatically by giving the project instructions in the 1st week of the semester and having them work on it throughout the semester, guiding them along the way. The faculty is using the project as a way to apply the chapter concepts to a company that they created. They start with creating a company that sells a product. With each chapter, they apply that particular chapter concepts to their business. In the Fall 2017, the faculty started assigning pretest questions that were completed online. They were intended to encourage the students to read the chapters prior to class to give the students background knowledge of the material for lectures and discussions during class. In the Spring 2018, the faculty changed the approach by assigning them "class preparation assignments" or CPAs that they have to turn in prior to class. These are not completed online but instead are completed by hand (typed). The class then go over the questions, highlighting the areas that students had more trouble answering but still making sure that each student understands the answers to the questions. The CPAs have assigned readings attached to them, and the questions are purposely chosen to reinforce the material being covered that day in class. This approach has allowed the faculty to cover more material in depth and given the students more opportunities to discuss and practice the concepts. In addition, a guided study tour of a manufacturing plant is added to develop a better understanding of cost drivers.
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<p>BUS ADM ACC SLO 4: Understand the importance of maintaining integrity</p>	<p>Project evaluation using rubric is used to assess student achievement in core ACC 202.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<div data-bbox="561 165 938 365"> <p>ACC BA SLO4 Test Embedded (Weighted Average)</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>SP16</td> <td>78%</td> </tr> <tr> <td>FA16</td> <td>0%</td> </tr> <tr> <td>SP17</td> <td>92%</td> </tr> <tr> <td>FA17</td> <td>0%</td> </tr> </tbody> </table> </div> <div data-bbox="557 380 933 579"> <p>ACC BA SLO4 Final Paper (Weighted Average)</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>SP16</td> <td>0%</td> </tr> <tr> <td>FA16</td> <td>0%</td> </tr> <tr> <td>SP17</td> <td>0%</td> </tr> <tr> <td>FA17</td> <td>98%</td> </tr> </tbody> </table> </div>	Semester	Weighted Average of SLO Scores	SP16	78%	FA16	0%	SP17	92%	FA17	0%	Semester	Weighted Average of SLO Scores	SP16	0%	FA16	0%	SP17	0%	FA17	98%	<p>The set target for the Business Administration Accounting Core SLO 4 is met and a new target of 75% of the student will score at least 75% in the artifacts used to measure the learning outcome. The faculty has added an integrity assignment in the ACC 201 and ACC 202 classes that is integrated with their final project.</p>
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Business Administration Student Learning Outcomes Assessment Goal Sheet

Goal	Learning Outcomes	Assessment Method	Standard/Outcome Measure	Results	Use of Results/Program Change								
<p>1. Mastery of Business Knowledge. Students will demonstrate competencies in acquisition of common body of business knowledge with required depth in chosen concentration</p>	<p>SLO 1a. Students will be able to understand and apply a core body of discipline specific knowledge to business situations.</p>	<p>Test embedded questions in the following courses BAE 101 (F16&Sp17), BAE 456 (F16), MKT 345 (F16&F17), MGT 300 (F16, Sp17, F17), MGT 340 (F16, F17). Additional discipline specific data is available for Accounting, Marketing, Management, and Finance are available on separate tabs.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin SLO1 (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>FA16</td> <td>78%</td> </tr> <tr> <td>SP17</td> <td>75%</td> </tr> <tr> <td>FA17</td> <td>96%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	FA16	78%	SP17	75%	FA17	96%	<p>The goal met as 50% of students scored higher than 75% in all three consecutive semesters. Based on the trend, the faculty decided to change the goal to 60% of students will score higher than 75% to demonstrate knowledge proficiency.</p>
Semester	Weighted Average of SLO Scores												
FA16	78%												
SP17	75%												
FA17	96%												
<p>2. Critical thinking and strategic problem solving. Students will have the skill set necessary to evaluate, analyze, and interpret information to derive logical solutions to business problems individually and as a team</p>	<p>SLO 2a. Students will demonstrate the ability to collect and appropriately analyze relevant information</p>	<p>Test embedded questions in the following courses BAE 101 (F16; Sp17), BAE 456 (F16), MKT 345 (F16; F17). Additional discipline specific data is available for Accounting, Marketing, Management, and Finance are available on separate tabs.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin SLO2a (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>FA16</td> <td>72%</td> </tr> <tr> <td>SP17</td> <td>70%</td> </tr> <tr> <td>FA17</td> <td>96%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	FA16	72%	SP17	70%	FA17	96%	<p>The set target is not fully met but an improvement towards meeting the target is noted. Introduction of one additional course in statistical analysis in the preprofessional core is expected to contribute in meeting the set target.</p>
Semester	Weighted Average of SLO Scores												
FA16	72%												
SP17	70%												
FA17	96%												
	<p>SLO 2b. Students will demonstrate the ability to assess key assumptions and validity of information employed to formulate business decisions.</p>	<p>Test embedded questions and business simulations used in BAE 101-1 (FA16, SP17, FA17), BAE 101-2 (FA16, SP17, FA17), BAE 456 (FA16), MKT 345 (FA16, FA17), MGT 300 (FA16, SP17, FA17), MGT 320 (SP17), MGT 340 (FA16, FA17)</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin SLO2b (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>FA16</td> <td>70%</td> </tr> <tr> <td>SP17</td> <td>74%</td> </tr> <tr> <td>FA17</td> <td>55%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	FA16	70%	SP17	74%	FA17	55%	<p>The goal is yet to be met. Addition of a second statistical analysis course in addition of an EXCEL model course in the Pre-professional Core is expected to lead to the achievement of the desired learning outcome.</p>
Semester	Weighted Average of SLO Scores												
FA16	70%												
SP17	74%												
FA17	55%												
	<p>SLO2c. Students will demonstrate the ability to identify and provide strategic solutions to business problems.</p>	<p>Test embedded questions in BAE 101-1 (FA16, SP17, FA17), BAE 101-2 (FA16, SP17, FA17), BAE 456 (FA16), MKT 345 (FA16, FA17), MGT 300 (FA16, SP17, FA17), MGT 320 (SP17), MGT 340 (FA16, FA17)</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin SLO2c (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>FA16</td> <td>71%</td> </tr> <tr> <td>SP17</td> <td>76%</td> </tr> <tr> <td>FA17</td> <td>80%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	FA16	71%	SP17	76%	FA17	80%	<p>The goal is met and a new goal of 75% of the students will score higher than 75% is set.</p>
Semester	Weighted Average of SLO Scores												
FA16	71%												
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FA17	80%												

<p>3. Ethics and Global Perspectives. Students will demonstrate the ability to apply ethically and socially responsible, legal, and global perspectives to business situations and issues.</p>	<p>SLO 3a. Students will be able to understand and appreciate the importance of upholding ethical business norms.</p>	<p>MKT 345 (FA16, FA17), MGT (FA16, SP17, FA17), MGT 350 (SP17), MGT 340 (FA16, FA17)</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin SLO3a (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>FA16</td> <td>92%</td> </tr> <tr> <td>SP17</td> <td>90%</td> </tr> <tr> <td>FA17</td> <td>90%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	FA16	92%	SP17	90%	FA17	90%	<p>The standard is clearly met. A new standard of 75% students scoring 75% or higher is set.</p>
Semester	Weighted Average of SLO Scores												
FA16	92%												
SP17	90%												
FA17	90%												
	<p>SLO 3b. Students will demonstrate the ability to identify and solve business problems and issues in a dynamic global environment.</p>	<p>Test embedded questions in BAE 101 (F16, SP17; F17), MKT 345 (F16; F17)</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin SLO3b (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>FA16</td> <td>69%</td> </tr> <tr> <td>SP17</td> <td>70%</td> </tr> <tr> <td>FA17</td> <td>85%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	FA16	69%	SP17	70%	FA17	85%	<p>There is an upward trend in achieving the goal and it is only met in Fall 2017. Faculty decided to emphasize problem solving skills in their courses.</p>
Semester	Weighted Average of SLO Scores												
FA16	69%												
SP17	70%												
FA17	85%												
<p>4. Communication Skills. Students will demonstrate the ability to communicate effectively by means of oral and written communication in a business environment.</p>	<p>SLO 4a. Students will demonstrate the ability to formulate reasoned arguments orally.</p>	<p>Project Rubric for MKT 345 (F16; F17), MGT 300 (F16; SP17; F17), MGT 320 (SP17), MGT 340 (F16; F17)</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin SLO4a (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>FA16</td> <td>92%</td> </tr> <tr> <td>SP17</td> <td>94%</td> </tr> <tr> <td>FA17</td> <td>93%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	FA16	92%	SP17	94%	FA17	93%	<p>The goal met in all three consecutive semesters. Faculty decided to increase the goal to 75% of the students will score 75% or higher.</p>
Semester	Weighted Average of SLO Scores												
FA16	92%												
SP17	94%												
FA17	93%												
	<p>SLO 4b. Students will demonstrate the ability to formulate reasoned arguments via written communication</p>	<p>Test embedded Questions in MKT 345 (F16; F17), MGT 300 (F16; SP17; F17)</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin SLO4b (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>FA16</td> <td>93%</td> </tr> <tr> <td>SP17</td> <td>90%</td> </tr> <tr> <td>FA17</td> <td>94%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	FA16	93%	SP17	90%	FA17	94%	<p>The goal met as more than 50% of students scored higher than 75% in all three consecutive semesters. Based on the trend, the faculty decided to change the goal to 75% of students will score higher than 75% to demonstrate knowledge proficiency.</p>
Semester	Weighted Average of SLO Scores												
FA16	93%												
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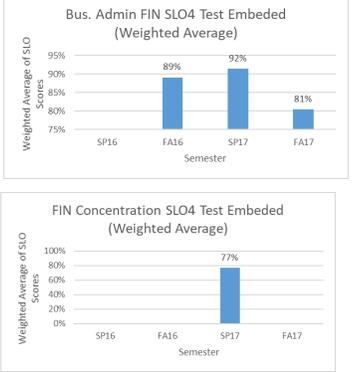
	<p>SLO 4c. Students will demonstrate the ability to develop and deliver effective business presentations.</p>	<p>HSB standardized oral presentation rubric used in MKT 345 (FA16), MGT 300 (FA16, SP17, FA17), MGT 320 (SP17), MGT 340 (FA16, FA17)</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<p>Bus. Admin SLO4C (Weighted Average)</p>  <table border="1"> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>FA16</td> <td>94%</td> </tr> <tr> <td>SP17</td> <td>92%</td> </tr> <tr> <td>FA17</td> <td>96%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	FA16	94%	SP17	92%	FA17	96%	<p>The Business Administration SLO 4-C target is met as more than 50% students scored higher than 75% using the Oral Presentation Rubric. A higher target of 75% students will score at least 75% in oral presentation assignments.</p>
Semester	Weighted Average of SLO Scores												
FA16	94%												
SP17	92%												
FA17	96%												

**Business Administration Degree Program: 2016-2017 Academic Year (Economics)
Student Learning Outcomes Assessment**

Learning Outcomes	Assessment Method	Standard/Outcome Measure	Results	Use of Results/Program Change										
<p>BUS ADM ECO SLO 1: Understand the economic issues & problems and apply economic analytical tools to make managerial decisions</p>	<p>Business Administration Economics SLO 1 is assessed in ECO 251 using course embedded questions.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin ECO SLO1 (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>SP16</td> <td>89%</td> </tr> <tr> <td>FA16</td> <td>69%</td> </tr> <tr> <td>SP17</td> <td>81%</td> </tr> <tr> <td>FA17</td> <td>80%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	SP16	89%	FA16	69%	SP17	81%	FA17	80%	<p>Business Administration Economics SLO 1 is met in three of the four semesters. The target is increased to 60% students achieving 75% or higher.</p>
Semester	Weighted Average of SLO Scores													
SP16	89%													
FA16	69%													
SP17	81%													
FA17	80%													
<p>BUS ADM ECO SLO 2: Demonstrate the knowledge of marginal utility and marginal cost in developing supply and demand functions</p>	<p>Business Administration Economics SLO 2 is assessed in ECO 251 using course embedded questions.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin ECO SLO2 (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>SP16</td> <td>0%</td> </tr> <tr> <td>FA16</td> <td>70%</td> </tr> <tr> <td>SP17</td> <td>76%</td> </tr> <tr> <td>FA17</td> <td>76%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	SP16	0%	FA16	70%	SP17	76%	FA17	76%	<p>Business Administration Economics SLO 2 is met in two of the three semesters. The target is maintained at 50% students achieving 75% or higher.</p>
Semester	Weighted Average of SLO Scores													
SP16	0%													
FA16	70%													
SP17	76%													
FA17	76%													
<p>BUS ADM ECO SLO 3: Apply the concepts of market structures in determining optimal price and quantity</p>	<p>Business Administration Economics SLO 3 is assessed in ECO 251 using course embedded questions.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin ECO SLO3 (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>SP16</td> <td>0%</td> </tr> <tr> <td>FA16</td> <td>62%</td> </tr> <tr> <td>SP17</td> <td>75%</td> </tr> <tr> <td>FA17</td> <td>76%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	SP16	0%	FA16	62%	SP17	75%	FA17	76%	<p>Business Administration Economics SLO 3 is met in two of the three semesters. The standard of 50% students achieving 75% or higher will continue.</p>
Semester	Weighted Average of SLO Scores													
SP16	0%													
FA16	62%													
SP17	75%													
FA17	76%													
<p>BUS ADM ECO SLO 4: Understand and evaluate the potential roles for government in the economy & public finance</p>	<p>Business Administration Economics SLO 4 is assessed in ECO 252 using course embedded questions.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin ECO SLO4 (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>SP16</td> <td>87%</td> </tr> <tr> <td>FA16</td> <td>66%</td> </tr> <tr> <td>SP17</td> <td>80%</td> </tr> <tr> <td>FA17</td> <td>71%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	SP16	87%	FA16	66%	SP17	80%	FA17	71%	<p>Business Administration Economics SLO 4 is met two of the four semesters. The target of 50% of the students scoring at least 75% will continue.</p>
Semester	Weighted Average of SLO Scores													
SP16	87%													
FA16	66%													
SP17	80%													
FA17	71%													
<p>BUS ADM ECO SLO 5: Understand and apply macroeconomic measurements and policy determinants</p>	<p>Business Administration Economics SLO 5 is assessed in ECO 252 using course embedded questions.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	<table border="1"> <caption>Bus. Admin ECO SLO5 (Weighted Average)</caption> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>SP16</td> <td>93%</td> </tr> <tr> <td>FA16</td> <td>66%</td> </tr> <tr> <td>SP17</td> <td>88%</td> </tr> <tr> <td>FA17</td> <td>73%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	SP16	93%	FA16	66%	SP17	88%	FA17	73%	<p>Business Administration Economics SLO 5 is met in two of the four semesters. The target of 50% of the students scoring at least 75% will continue.</p>
Semester	Weighted Average of SLO Scores													
SP16	93%													
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**Business Administration Degree Program: 2016-2017 Academic Year (Finance)
Student Learning Outcomes Assessment**

Learning Outcomes (Business Administration)	Learning Outcomes (Finance Concentration)	Assessment Method	Standard/Outcome Measure	Results	Use of Results/Program Change
<p>BUS ADM FIN SLO 1: Understand & apply the concept of time value of money in capital budgeting, security valuation, and investment decisions (FIN 301- Business Administration, Accounting Professional Core)</p>	<p>FIN SLO 1: Understand the critical role of financial markets, financial institutions, and financial instruments in improving the efficiency & growth of the economic system (FIN 350 Finance Concentration Course)</p>	<p>Test embedded questions in FIN 301 for Business Administration FIN SLO 1. Test embedded questions in once a year offered FIN 350 for the Finance Concentration SLO 1.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>		<p>BUS ADM FIN SLO1 (Cook) The average over the past 4 courses of FIN 301 is 74%, just below the desired standard of 75%. The faculty see no clear reason as to why fall of 2016 was the best result while the following Spring of 2017 was the worst. There was no change to the method of teaching. To reach and possibly surpass the goal of 75%, faculty plan to try to get students to become more involved in class by cold-calling students to discuss key concepts during lectures and to go over assigned homework questions and problems. Another possibility is to form teams that will be assigned classroom presentations of key concepts and to present homework solutions and to reduce classroom lectures. FIN Concentration SLO1 (Cook) The average of the past two courses of FIN 350 is 81.5% which surpasses the desired performance of 75%. The teaching methodology entails lecture and discussion. No changes were made to methodology from Fall 2016 to Fall 2017 so it is not clear why the drop in performance occurred from the Fall 2016 to Fall 2017. The faculty plan to further engage students in discussion of key concepts and analyzing real-world issues within the financial markets and institutions to improve upon performance..</p>
<p>BUS ADM FIN SLO 2: Understand & apply the knowledge of risk & return in asset valuations (FIN 301 Business Administration & Accounting Professional Core)</p>	<p>FIN SLO 2: Demonstrate a working knowledge of core principles of Finance from the perspectives of investors making intelligent investment decisions and management making decisions with the objective of maximizing firm valuation (FIN 430 & FIN 330 Finance Concentration Course)</p>	<p>Test embedded questions in FIN 301 for Business Administration FIN SLO 2. Test embedded questions in once a year offered FIN 430 for the Finance Concentration SLO 2.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>		<p>BUS ADM FIN SLO2 (Cook) The average over the past 3 courses of FIN 301 is 72.3%, just below the desired goal of 75%. Faculty see no clear reason as to why fall of 2017 performance fell from the prior two years. There was no change to the method of teaching. To reach and possibly surpass the goal of 75%, the faculty plan to try to get students to become more involved in class by cold-calling students to discuss key concepts during lectures and to go over assigned homework questions and problems. Another possibility is to form teams that will be assigned classroom presentations of key concepts and to present homework solutions and to reduce classroom lectures.</p>
<p>BUS ADM FIN SLO 3: Analyze and evaluate financial statements for financial analysis and financial forecasting (FIN 301 Business Administration & Accounting Professional Core)</p>	<p>FIN SLO 3: Demonstrate knowledge of the characteristics of the principle asset classes and key securities in making portfolio decisions (FIN 430 Concentration Course)</p>	<p>Test embedded questions for Business Administration SLO 3 in FIN 301. Test embedded questions in once a year offered FIN 430 for Finance Concentration SLO 3.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>		<p>BUS ADM FIN SLO3 (Cook) The average over the past 3 courses of FIN 301 is 65%, below the desired standard of 75%. The faculty see no clear reason as to why performance has dropped since Fall 2016 since faculty made no change to the method of teaching. To reach and possibly surpass the goal of 75%, faculty plan to try to get students to become more involved in class by cold-calling students to discuss key concepts during lectures and to go over assigned homework questions and problems. Another possibility is to form teams that will be assigned classroom presentations of key concepts and to present homework solutions and to reduce classroom lectures. FIN Concentration SLO3 (Cook) The performance of FIN 430 in the Spring of 2017 was 79%, above the desired standard of 75%. The faculty plan to try to get students to become more involved in class by cold-calling students to discuss key concepts during lectures and to go over assigned homework questions and problems. Another possibility is to form teams that will be assigned classroom presentations of key concepts and to present homework solutions and to reduce classroom lectures.</p>

<p>BUS ADM FIN SLO 4: Understand and interpret the goals of firm and the role of finance in enterprise's organization (FIN 301 Business Administration & Accounting Professional Core)</p>	<p>FIN SLO 4: Formulate an investment portfolio based on the applications of time value of money, risk-expected return relationship, and asset class-security diversification concepts (FIN 430 Concentration Course)</p>	<p>Test embedded questions in FIN 301 for Business Administration FIN SLO 4. Test embedded questions in once a year offered FIN 430 for Finance Concentration SLO 4.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>	 <p>Bus. Admin FIN SLO4 Test Embedded (Weighted Average)</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>SP16</td> <td>0%</td> </tr> <tr> <td>FA16</td> <td>89%</td> </tr> <tr> <td>SP17</td> <td>92%</td> </tr> <tr> <td>FA17</td> <td>81%</td> </tr> </tbody> </table> <p>FIN Concentration SLO4 Test Embedded (Weighted Average)</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Weighted Average of SLO Scores</th> </tr> </thead> <tbody> <tr> <td>SP16</td> <td>0%</td> </tr> <tr> <td>FA16</td> <td>0%</td> </tr> <tr> <td>SP17</td> <td>77%</td> </tr> <tr> <td>FA17</td> <td>0%</td> </tr> </tbody> </table>	Semester	Weighted Average of SLO Scores	SP16	0%	FA16	89%	SP17	92%	FA17	81%	Semester	Weighted Average of SLO Scores	SP16	0%	FA16	0%	SP17	77%	FA17	0%	<p>Business Administration FIN SLO 4 achieved. FIN Concentration SLO4 (Cook) The performance of FIN 430 in the Spring of 2017 was 77%, above the desired standard of 75%. The faculty plan to try to get students to become more involved in class by cold-calling students to discuss key concepts during lectures and to go over assigned homework questions and problems. Another possibility is to form teams that will be assigned classroom presentations of key concepts and to present homework solutions and to reduce classroom lectures.</p>
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	<p>FIN SLO 5: Understand theories of value, risk, and return, capital investments decisions, financing decisions, dividend policy, capital structure, and options (FIN 330 Concentration Course).</p>	<p>Not assessed yet since the SLO was added in Fall 2017 and the course is offered in Spring 2018.</p>	<p>50% of the students will score 75% or higher in targeted courses</p>																						

**Business Administration Degree Program: 2016-2017 Academic Year (Management)
Student Learning Outcomes Assessment**

Learning Outcomes (Business Administration)	Learning Outcomes (Management Concentration)	Assessment Method	Standard/Outcome Measure	Results	Use of Results/Program Change
BUS ADM MGT SLO 1: Identify major theories in Management and describe their use in organizational contexts	MGT SLO 1: Demonstrate knowledge of the organizational processes of acquiring, developing, evaluating, and rewarding human talents	Business Administration MGT SLO 1 is assessed using test embedded questions in core MGT 300. Management Concentration SLO 1 is assessed using test embedded questions in MGT 320 & MGT 340.	50% of the students will score 75% or higher in targeted courses		Spring classes of the professional core MGT 300 are achieving targeted goal of 75%. Fall classes of the course are underperforming significantly. All classes are taught by the same faculty using the identical teaching pedagogy. There are two sections of the course offered in the Fall while a single section is offered in the Spring. Fall students are usually in their first semester of the Junior year and Spring students are mostly second semester juniors. Faculty will continue to observe whether such a volatility in term specific performance continues. Management Concentration SLO 1 is well achieved. It can be inferred that almost 100% of the students in MGT 320 (a Fall course) are meeting the goal.
BUS ADM MGT SLO 2: Describe methods and theories used to analyze and influence human behaviors in organizations	MGT SLO 2: Understand and leverage personal traits and organizational behavior competencies in the workplace for professional success and organizational leadership	Business Administration MGT SLO 2 is assessed using test embedded questions in core MGT 300. Management Concentration SLO 2 is assessed using test embedded questions in MGT 320.	50% of the students will score 75% or higher in targeted courses		Business Administration MGT SLO 2 is met. Faculty decided to increase the proportion of students who will score at least 75% to 60%. Management Concentration SLO 2 is almost achieved. Faculty decided to target that 60% of the students will score 75% or higher in meeting MGT SLO 2.
BUS ADM MGT SLO 3: Identify interests, functions, and processes within an organization, and describe the relationships & dynamics among them	MGT SLO 3: Identify and apply key organizational behavior concepts and theories to improve work situations	Business Administration MGT SLO 3 is assessed using test embedded questions in core MGT 300. Management Concentration SLO 3 is assessed using test embedded questions in MGT 320.	50% of the students will score 75% or higher in targeted courses		Business Administration MGT SLO 3 is met. Faculty decided to increase the proportion of students who will score at least 75% to 60%. Management Concentration SLO 3 is almost achieved. Faculty decided to target that 60% of the students will score 75% or higher in meeting MGT SLO 2.
BUS ADM MGT SLO4: Understand the role and apply the tools & techniques of operations management in the overall business strategy of the firm		Business Administration MGT SLO 4 is assessed using test embedded questions in core MGT 300.	50% of the students will score 75% or higher in targeted courses		Business Administration MGT SLO 4 is approximately met. However, there is a downward trend in student performance. Faculty decided to continue with the target of 50% of students who will score at least 75%.

**Business Administration Degree Program: 2016-2017 Academic Year (Marketing)
Student Learning Outcomes Assessment**

Learning Outcomes (Business Administration)	Learning Outcomes (Marketing Concentration)	Assessment Method	Standard/Outcome Measure	Results	Use of Results/Program Change																				
BUS ADM SLO 1: Understand fundamental concepts in Marketing, Sustainability, & Ethics	MKT SLO 1: Understand the marketing process: to attract/build customer relationships and engage customers to create loyal long-term satisfied customers	Business Administration MKT SLO 1 is assessed in the core course MKT 302 using test embedded questions. Marketing Concentration SLO 1 is assessed in MKT 325 and MKT 345 using test embedded questions.	50% of the students will score 75% or higher in targeted courses	<p>Bus. Admin MKT SLO1 (Weighted Average)</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>30%</td></tr> <tr><td>FA16</td><td>69%</td></tr> <tr><td>SP17</td><td>0%</td></tr> <tr><td>FA17</td><td>92%</td></tr> </table> <p>MKT Concentration SLO1 (Weighted Average)</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>0%</td></tr> <tr><td>FA16</td><td>95%</td></tr> <tr><td>SP17</td><td>0%</td></tr> <tr><td>FA17</td><td>96%</td></tr> </table>	Semester	Weighted Average of SLO Scores	SP16	30%	FA16	69%	SP17	0%	FA17	92%	Semester	Weighted Average of SLO Scores	SP16	0%	FA16	95%	SP17	0%	FA17	96%	The positive trend in achieving Business Administration MKT SLO 1 in the core course MKT 302 is noted. Marketing Concentration SLO 1 is met. New standard of 75% students scoring at least 75% is set.
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BUS ADM SLO 2: Differentiate product, place, promotion, and pricing policies	MKT SLO 2: Conduct/analyze research and develop strategies for brands and/or new products (via critical thinking creative solution finding, collaboration) to create offerings which meet customer needs	Business Administration MKT SLO 2 is assessed in the core course MKT 302 using test embedded questions. Marketing Concentration SLO 2 is assessed in MKT 325 and MKT 345 using test embedded questions.	50% of the students will score 75% or higher in targeted courses	<p>Bus. Admin MKT SLO2 (Weighted Average)</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>69%</td></tr> <tr><td>FA16</td><td>58%</td></tr> <tr><td>SP17</td><td>0%</td></tr> <tr><td>FA17</td><td>94%</td></tr> </table> <p>MKT Concentration SLO2 (Weighted Average)</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>0%</td></tr> <tr><td>FA16</td><td>96%</td></tr> <tr><td>SP17</td><td>0%</td></tr> <tr><td>FA17</td><td>96%</td></tr> </table>	Semester	Weighted Average of SLO Scores	SP16	69%	FA16	58%	SP17	0%	FA17	94%	Semester	Weighted Average of SLO Scores	SP16	0%	FA16	96%	SP17	0%	FA17	96%	Improvement in meeting Business Administration MKT SLO 2 is noted. Current target of 50% students attaining 75% or higher continues. Marketing Concentration SLO 2 is met and a new target of 75% student achieving at least 75% score is established for MKT SLO 2.
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BUS ADM SLO 3: Understand branding, positioning, and value propositions	MKT SLO 3: Study best practices in marketing and real world problem solving via active learning (store checks, case studies, client projects, role plays, marketing, plan, and promotional plan development)	Business Administration MKT SLO 3 is assessed in the core course MKT 302 using test embedded questions. Marketing Concentration SLO 3 is assessed in MKT 325 and MKT 345 using test embedded questions.	50% of the students will score 75% or higher in targeted courses	<p>Bus. Admin MKT SLO3 (Weighted Average)</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>76%</td></tr> <tr><td>FA16</td><td>53%</td></tr> <tr><td>SP17</td><td>0%</td></tr> <tr><td>FA17</td><td>90%</td></tr> </table> <p>MKT Concentration SLO3 (Weighted Average)</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>0%</td></tr> <tr><td>FA16</td><td>95%</td></tr> <tr><td>SP17</td><td>0%</td></tr> <tr><td>FA17</td><td>98%</td></tr> </table>	Semester	Weighted Average of SLO Scores	SP16	76%	FA16	53%	SP17	0%	FA17	90%	Semester	Weighted Average of SLO Scores	SP16	0%	FA16	95%	SP17	0%	FA17	98%	Business Administration MKTSLO 3 is met in two of the three semesters. Faculty decided to continue with the current goal. Marketing Concentration SLO 3 is achieved and a new target of 75% student scoring at least 75% is set for MKT SLO 3.
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BUS ADM SLO 4: Understand and apply the concepts of Differentiation, Segmentation, and Target Marketing		Business Administration MKT SLO 4 is assessed in MKT 302 using test embedded questions.	50% of the students will score 75% or higher in targeted courses	<p>Bus. Admin MKT SLO4 Test Embedded (Weighted Average)</p> <table border="1"> <tr><th>Semester</th><th>Weighted Average of SLO Scores</th></tr> <tr><td>SP16</td><td>0</td></tr> <tr><td>FA16</td><td>0.73</td></tr> <tr><td>SP17</td><td>0</td></tr> <tr><td>FA17</td><td>0.9</td></tr> </table>	Semester	Weighted Average of SLO Scores	SP16	0	FA16	0.73	SP17	0	FA17	0.9	Business Administration MKT SLO 4 is close to be achieved. The positive trend to the student learning outcome is noted. However, the target of 50% of students achieving 75% or higher will continue until additional data points are established.										
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