Academic Program Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that an institution "<u>identifies</u> expected outcomes, <u>assesses</u> the extent to which it achieves these outcomes, and <u>provides evidence of seeking improvement</u> based on analysis of the results".

Be sure to SAVE your progress as you work!

Academic Program
Business Administration, B.A.S.

Submission Due Date
2023-2024

Assessment Coordinator Name
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Program Goal

Goal

Goal 1

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
To comply with Program Productivity standards as defined by the South Carolina Commission on Higher Education

Pillar of Success Supported
High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Major Enrollment

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
Using a five-year rolling average, the number of students enrolled in the major for this Baccalaureate program is greater than or equal to 12.5

Performance Target for "Partially Met"
Not Applicable

Performance Target for "Not Met"
Using a five-year rolling average, the number of students enrolled in the major for tis Baccalaureate program is less than 12.5

Assessment Measure Used	**Frequency of Assessment**
Annual Productivity Report	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
The four-year rolling average enrollment for the BAS is 53.3	3

Comments/Narrative
The BAS Program started in Fall 2020 with an enrollment of 13 students and increased to 98 in Fall 2022. Demand appears to be growing and strong.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not applicable

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Completions (Degrees Awarded)

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
Using a five-year rolling average, the number of degrees awarded for this Baccalaureate program is greater than or equal to 8

Performance Target for "Partially Met"
Not Applicable

Performance Target for "Not Met"
Using a five-year rolling average, the number of degrees awarded for this Baccalaureate program is less than 8

Assessment Measure Used	**Frequency of Assessment**
Annual Productivity Report	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
The four-year rolling average of graduates for the BAS is 18.7	3

Comments/Narrative
The BAS program graduated 34 students this year, up from 20 in AY 2021-2022.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Goal Summary

Goal Summary/Comments
Average annual enrollment and graduates exceeded the target. Program demand appears to be growing and strong.

Changes Made/Proposed Related to Goal
None.

Upload Rubrics/Other Files

Goal 2

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
BAS graduates will have fundamental and applied business knowledge.

Pillar of Success Supported
Robust Student Experience

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will describe and apply essential finance principles

Timeframe for this Outcome
2023-2024

Performance Target for "Met"
Students will average at least 80% on questions related to financial statements and ratio analysis, and at least 80% of the students will achieve 70% or higher.

Performance Target for "Partially Met"
Students will average at least 70% on questions related to financial statements and ratio analysis, and at least 70% of the students will achieve 70% or higher.

Performance Target for "Not Met"
Students averaged less than 70% on questions related to financial statements and ratio analysis.

Assessment Measure Used	**Frequency of Assessment**
Direct: Exam	Every other year. Due in 2023-2024.

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Not assessed this year. Due in 2023-2024.	

Comments/Narrative
Not assessed this year. Due in 2023-2024.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will know essential marketing principles

Timeframe for this Outcome
2023-2024

Performance Target for "Met"
Students will average at least 80% on the marketing exam, and at least 80% of the students will achieve 70% or higher.

Performance Target for "Partially Met"
Students will average at least 70% on the marketing exam, and at least 70% of the students will achieve 70% or higher.

Performance Target for "Not Met"
Students averaged less than 70% on the marketing exam.

Assessment Measure Used	**Frequency of Assessment**
Direct: Exam	Every other year. Due in 2023-2024.

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Not assessed this year. Due in 2023-2024.	

Comments/Narrative
Not assessed this year. Due in 2023-2024.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge,

skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will know essential information systems principles

Timeframe for this Outcome
2023-2024

Performance Target for "Met"
Students will average at least 80% on the information systems exam, and at least 80% of the students will achieve 70% or higher.

Performance Target for "Partially Met"
Students will average at least 70% on the information systems exam, and at least 70% of the students will achieve 70% or higher.

Performance Target for "Not Met"
Students averaged less than 70% on the information systems exam.

Assessment Measure Used	**Frequency of Assessment**
Direct: Exam	Every other year. Due in 2023-2024.

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Not assessed this year. Due in 2023-2024.	

Comments/Narrative
Not assessed this year. Due in 2023-2024.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable.

Outcome 4

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of

performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will know essential management principles

Timeframe for this Outcome
2023-2024

Performance Target for "Met"
Students will average at least 80% on the management exam, and at least 80% of the students will achieve 70% or higher.

Performance Target for "Partially Met"
Students will average at least 70% on the management exam, and at least 70% of the students will achieve 70% or higher.

Performance Target for "Not Met"
Students averaged less than 70% on the management exam.

Assessment Measure Used	**Frequency of Assessment**
Direct: Exam	Every other year. Due in 2023-2024.

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Not assessed this year. Due in 2023-2024.	

Comments/Narrative
Not assessed this year. Due in 2023-2024.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable.

Outcome 5

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will have core business knowledge

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 80% of the Learning and Development items on the exit survey.

Performance Target for "Partially Met"
Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in 70% of the Learning and Development items on the exit survey

Performance Target for "Not Met"
Students will report that they have adequately (or better) learned, or are adequately (or better) prepared in less than 70% of the Learning and Development items on the exit survey.

Assessment Measure Used	**Frequency of Assessment**
Indirect: Student Program Exit Survey	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to core Business Knowledge. Overall, they scored a 4.4 on a 5-point scale.	3

Comments/Narrative
Students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to core Business Knowledge. Overall, they scored a 4.4 on a 5-point scale.

The average for Analytics was the lowest score at 4.00. Business Strategy scored 4.3. All other knowledge items scored 4.5 or higher.

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni, and to better promote the survey to graduating students.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used

Outcome 6

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will have advanced business knowledge

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
Six of nine business elective hours will be in topics representing advanced business knowledge

Performance Target for "Partially Met"
Three of nine business elective hours will be in topics representing advanced business knowledge

Performance Target for "Not Met"
The nine business elective hours do not represent advanced business knowledge

Assessment Measure Used	**Frequency of Assessment**
Indirect: Transcripts	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
A review of 13 BAS transcripts showed that at least 6 to 9 of the Business Elective hours were in topics representing advanced business knowledge.	3

Comments/Narrative
A review of 13 BAS transcripts showed that at least 6 to 9 of the Business Elective hours were in topics representing advanced business knowledge. 11 of the 13 transcripts had all 9 of the Business Elective hours in topics representing advanced business knowledge.

In two cases, 3 of the 9 hours were a sophomore-level course or similar to a required core course. In another case, the student took all internship hours as electives.

We met the target for this outcome. No changes are required, but the CAMI will be informed of cases where less than 9 hours were in topics representing advanced business knowledge. Because BAS students are transfer students, these would not be unusual cases when the transcript does not reflect

all the reasons for transfer course credit.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Goal Summary

Goal Summary/Comments
We assessed Goal 1, Outcomes 1, 2, 3, and 4 in 2021-2022. They will be assessed again in 2023-2024.

We assessed Outcome 6 and administered the Outcome 5 Exit Survey for the first time in 2022-2023. Students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to core Business Knowledge. Overall, they scored a 4.4 on a 5-point scale.

The average for Analytics was the lowest score at 4.00. Business Strategy scored 4.3. All other knowledge items scored 4.5 or higher.

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

Regarding Outcome 6, a review of 13 BAS transcripts showed that at least 6 to 9 of the Business Elective hours were in topics representing advanced business knowledge. 11 of the 13 transcripts had all 9 of the Business
Elective hours in topics representing advanced business knowledge.

In two cases, 3 of the 9 hours were a sophomore-level course or similar to a required core course. In another case, the student took all internship hours as electives.

We met the target for this outcome.

Changes Made/Proposed Related to Goal
We met the target for Outcome 5, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni, and to better promote the survey to graduating students.

We met the target for Outcome 6. No changes are required, but the CAMI will be informed of cases where less than 9 hours were in topics representing advanced business knowledge. Because BAS students are transfer students, these would not be unusual cases when the transcript does not reflect all the reasons for transfer course credit.

Upload Rubrics/Other Files
COB BAS Exit Survey.pdf

BAS Spring 2023 Exit Survey - Preparedness.pdf

BAS Spring 2023 Exit Survey - Preparedness
Calculations.xlsx

Goal 3

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
BAS graduates will understand the manager's role in applying business knowledge to successful ventures.

Pillar of Success Supported
Robust Student Experience

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will apply finance principles to management decisions

Timeframe for this Outcome
2023-2024

Performance Target for "Met"
Students will average at least 80% on financial statement and ratio analysis applied assignments, and at least 80% of the students will achieve 70% or higher.

Performance Target for "Partially Met"
Students will average at least 70% on financial statement and ratio analysis applied assignments, and at least 70% of the students will achieve 70% or higher.

Performance Target for "Not Met"
Students averaged less then 70% on financial statement and ratio analysis applied assignments.

Assessment Measure Used	**Frequency of Assessment**
Direct:	Every other year. Due in 2023-2024.

Case or Assignments applying financial statement
and ratio analysis principles

Data Collected for this Timeframe (Results)   **Score (Met=3, Partially Met=2, Not Met=1)**
Not assessed this year. Due in 2023-2024.

Comments/Narrative
Not assessed this year. Due in 2023-2024.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will apply marketing management principles to business

Timeframe for this Outcome
2023-2024

Performance Target for "Met"
At least 80% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least: Total: 17.5, Chooses Product Category: 2.5, Identifies Brands: 2.5, Identifies Positioning Strategies: 2.5, Explains position communication to the target: 3, SD<1

Performance Target for "Partially Met"
At least 70% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least the following in 3 of the 4 measures: Total: 17.5, Chooses Product Category: 2.5, Identifies Brands: 2.5, Identifies Positioning Strategies: 2.5, Explains position communication to the target: 3, SD<1

Performance Target for "Not Met"
Less than 70% of the students achieved at least 15 out of 25 points or the total average score was less than 17.5.

Assessment Measure Used   **Frequency of Assessment**

Not assessed this year. Due in 2023-2024.

Every other year. Due in 2023-2024.

Data Collected for this Timeframe (Results)
Not assessed this year. Due in 2023-2024.

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative
Not assessed this year. Due in 2023-2024.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will identify the application of information systems by managers

Timeframe for this Outcome
2023-2024

Performance Target for "Met"
At least 80% of the students will achieve at least 7 out of 10 points. The average Total and Item Scores will be at least: Total: 7, Describe Learning: 2.5, and Identify Application: 2.5.

Performance Target for "Partially Met"
At least 70% of the students will achieve at least 7 out of 10 points. The average Total and Item Scores will be at least: Total: 7, Describe Learning: 2.5, and Identify Application: 2.5.

Performance Target for "Not Met"
Less than 70% of the students achieved at least 7 out of 10 points.

Assessment Measure Used
Direct:
Essay

Frequency of Assessment
Every other year. Due in 2023-2024.

Data Collected for this Timeframe (Results)

Score (Met=3, Partially Met=2, Not Met=1)

Not assessed this year. Due in 2023-2024.

Comments/Narrative
Not assessed this year. Due in 2023-2024.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Outcome 4

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will know the manager's role in business

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
80% or more of the students report that they have adequately (or better) learned the manager's role in business.

Performance Target for "Partially Met"
At least 70% of the students report that they have adequately (or better) learned the manager's role in business.

Performance Target for "Not Met"
Less than 70% of the students report that they have adequately (or better) learned the manager's role in business.

Assessment Measure Used	Frequency of Assessment
Indirect: Student Program Exit Survey	Annually

Data Collected for this Timeframe (Results)	Score (Met=3, Partially Met=2, Not Met=1)
100% of the students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to the Manager's Role in Business.	3

Overall, they scored a 4.8 on a 5-point scale.

Comments/Narrative
100% of the students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to the Manager's Role in Business. Overall, they scored a 4.8 on a 5-point scale.

The average for Business Strategy was the lowest score at 4.3, while Problem Solving, Decision Making, and Leadership scored 5.0
.
We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Goal Summary

Goal Summary/Comments
We assessed Goal 2, Outcomes 1, 2, and 3 in 2021-2022. They will be assessed again in 2023-2024.

We administered the Outcome 4 Exit Survey for the first time in 2022-2023.

100% of the students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to the Manager's Role in Business. Overall, they scored a 4.8 on a 5-point scale.

The average for Business Strategy was the lowest score at 4.3, while Problem Solving, Decision Making, and Leadership scored 5.0.

Changes Made/Proposed Related to Goal
We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

Upload Rubrics/Other Files
COB BAS Exit Survey.pdf

BAS Spring 2023 Exit Survey - Preparedness.pdf

BAS Spring 2023 Exit Survey - Preparedness
Calculations.xlsx

Goal 4

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
BAS graduates will analyze, integrate, and apply information to solve problems and develop plans.

Pillar of Success Supported
Robust Student Experience

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will identify problems, formulate alternatives, and select appropriate solutions

Timeframe for this Outcome
2023-2024

Performance Target for "Met"
70% or more of the students will score 9 or higher on the Problem Solving Assessment Rubric

Performance Target for "Partially Met"
At least 60% of the students will score 9 or higher on the Problem Solving Assessment Rubric

Performance Target for "Not Met"
Less than 60% of the students scored 9 or higher on the Problem Solving Assessment Rubric

Assessment Measure Used	**Frequency of Assessment**
Direct: Problem Solving Case and Rubric	Every other year. Due in 2023-2024.

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Not assessed this year. Due in 2023-2024.	

Comments/Narrative

Not assessed this year. Due in 2023-2024.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will analyze and integrate relevant information to determine business and corporate strategies

Timeframe for this Outcome
2023-2024

Performance Target for "Met"
At least 80% of the students will achieve at least 7 out of 10 points. The average Total and Item Scores will be at least: Total: 7, Business-Level: 2.5, and Corporate-Level: 2.5.

Performance Target for "Partially Met"
At least 70% of the students will achieve at least 7 out of 10 points. The average Total and Item Scores will be at least: Total: 7, Business-Level: 2.5, and Corporate-Level: 2.5.

Performance Target for "Not Met"
Less than 70% of the students achieved at least 7 out of 10 points or the Total Average Score was less than 7.

Assessment Measure Used
Direct:
Essay: Business-Level and Corporate-Level Strategies

Frequency of Assessment
Every other year. Due in 2023-2024.

Data Collected for this Timeframe (Results)
Not assessed this year. Due in 2023-2024.

Score (Met=3, Partially Met=2, Not Met=1)

Comments/Narrative
Not assessed this year. Due in 2023-2024.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will know methods to analyze and solve problems to make decisions

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
80% or more of the students will report that they are adequately or better prepared in each of the following areas: Data Analysis, Problem Solving, and Decision Making.

Performance Target for "Partially Met"
At least 70% of the students will report that they are adequately or better prepared in each of the following areas: Data Analysis, Problem Solving, and Decision Making.

Performance Target for "Not Met"
Less than 70% of the students report that they are adequately or better prepared in each of the following areas: Data Analysis, Problem Solving, and Decision Making.

Assessment Measure Used	**Frequency of Assessment**
Indirect: Student Program Exit Survey	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
100% of the students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to Analyzing and Solving Problems to Make Decisions. They scored a 4.9 on a 5-point scale for data analysis, problem-solving, and decision-making skills. This score was 4.6 when we factored in analytical methods and technology	3

use.

Comments/Narrative
100% of the students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to Analyzing and Solving Problems to Make Decisions. They scored a 4.9 on a 5-point scale for data analysis, problem-solving, and decision-making skills. This score was 4.6 when we factored in analytical methods and technology use.

The average for Analytical Methods was the lowest score at 4.0.

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Goal Summary

Goal Summary/Comments
We assessed Goal 3, Outcomes 1 and 2 in 2021-2022. They will be assessed again in 2023-2024.

We administered the Outcome 3 Exit Survey for the first time in 2022-2023.

100% of the students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to Analyzing and Solving Problems to Make Decisions.
They scored a 4.9 on a 5-point scale for data analysis, problem-solving, and decision-making skills. This score was 4.6 when we factored in analytical methods and technology use.

The average for Analytical Methods was the lowest score at 4.0.

Changes Made/Proposed Related to Goal
We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

Upload Rubrics/Other Files
COB BAS Exit Survey.pdf

BAS Spring 2023 Exit Survey - Preparedness.pdf

BAS Spring 2023 Exit Survey - Preparedness
Calculations.xlsx

Goal 5

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
BAS graduates will have an appreciation for ethics and the societal issues of business.

Pillar of Success Supported
Robust Student Experience

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will be able to identify and analyze ethical issues and dilemmas.

Timeframe for this Outcome
2023-2024

Performance Target for "Met"
80% or more of the students will score 70 or higher on the Ethics Assessment Rubric.

Performance Target for "Partially Met"
At least 70% of the students will score 70 or higher on the Ethics Assessment Rubric

Performance Target for "Not Met"
Less than 70% of the students scored 70 or higher on the Ethics Assessment Rubric.

Assessment Measure Used	**Frequency of Assessment**
Direct: Case Essay	Every other year. Due in 2023-2024.

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Not assessed this year. Due in 2023-2024.	

Comments/Narrative

Not assessed this year. Due in 2023-2024.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will understand the societal issues impacting business

Timeframe for this Outcome
2023-2024

Performance Target for "Met"
At least 80% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least: Total: 17.5, Affirms: 2.5, Identifies: 3 (SD<1), and Understands: 3 (SD<1).

Performance Target for "Partially Met"
At least 70% of the students will achieve at least 15 out of 25 points. The average Total and Item Scores will be at least: Total: 17.5, Affirms: 2.5, Identifies: 3 (SD<1), and Understands: 3 (SD<1).

Performance Target for "Not Met"
Less than 70% of the students achieved at least 15 out of 25 points.

Assessment Measure Used	**Frequency of Assessment**
Direct:	Every other year. Due in 2023-2024.
Essay on social responsibility	

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Not assessed this year. Due in 2023-2024.	

Comments/Narrative
Not assessed this year. Due in 2023-2024.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used
Not Applicable.

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will know the ethical and societal aspects of business

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
80% or more of the students will report that they are adequately or better prepared in their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities.

Performance Target for "Partially Met"
At least 70% of the students will report that they are adequately or better prepared in their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities.

Performance Target for "Not Met"
Less than 70% of the students reported that they are adequately or better prepared in their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities.

Assessment Measure Used	**Frequency of Assessment**
Indirect: Student Program Exit Survey	Anually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
100% of the students reported being adequately or better prepared for the Exit Survey items related to their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities. They scored a 4.9 on a 5-point scale for societal perspectives and responsibilities.	3

Comments/Narrative
We administered the Outcome 3 Exit Survey for the first time in 2022-2023.

100% of the students reported being adequately or better prepared for the Exit Survey items related to their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities.

They scored a 4.9 on a 5-point scale for societal perspectives and responsibilities. All individual items scored 4.8 or higher.

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Goal Summary

Goal Summary/Comments
We assessed Goal 4, Outcomes 1 and 2 in 2021-2022. They will be assessed again in 2023-2024.

We administered the Outcome 3 Exit Survey for the first time in 2022-2023.

100% of the students reported being adequately or better prepared for the Exit Survey items related to their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities.

They scored a 4.9 on a 5-point scale for societal perspectives and responsibilities. All individual items scored 4.8 or higher.

Changes Made/Proposed Related to Goal
We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

Upload Rubrics/Other Files
COB BAS Exit Survey.pdf

BAS Spring 2023 Exit Survey - Preparedness.pdf

BAS Spring 2023 Exit Survey - Preparedness
Calculations.xlsx

Goal 6

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
BAS graduates will be ready to succeed in their careers and make a positive impact on society.

Pillar of Success Supported
Employer of Choice

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will assess their forward-thinking ability

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
80% or more of the students will report that they are adequately or better prepared to be forward-thinkers.

Performance Target for "Partially Met"
At least 70% of the students will report that they are adequately or better prepared to be forward-thinkers.

Performance Target for "Not Met"
Less than 70% of the students reported that they are adequately or better prepared to be forward-thinkers.

Assessment Measure Used	**Frequency of Assessment**
Indirect: Student Program Exit Survey	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
100% of the students reported being adequately or	

better prepared to be Forward-Thinking Capable,   3
with an average score of 4.8 out of 5.0.

Comments/Narrative
100% of the students reported being adequately or better prepared to be Forward-Thinking Capable, with an average score of 4.8 out of 5.0.

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will assess the relevance of their knowledge to their career field

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
80% or more of the students will report that their knowledge is relevant to their career field.

Performance Target for "Partially Met"
At least 70% of the students will report that their knowledge is relevant to their career field.

Performance Target for "Not Met"
Less than 70% of the students reported that their knowledge is relevant to their career field.

Assessment Measure Used   **Frequency of Assessment**

Indirect: Student Program Exit Survey   Anually

Data Collected for this Timeframe (Results)   **Score (Met=3, Partially Met=2, Not Met=1)**
100% of the students reported being adequately or   3
better prepared to Possess Relevant Knowledge,
with an average score of 4.8 out of 5.0.

Comments/Narrative
100% of the students reported being adequately or better prepared to Possess Relevant Knowledge,
with an average score of 4.8 out of 5.0.

We met the target, and this is the first administration of the Exit Survey with a small number of
respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the
survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating
students.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge,
skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of
performance of an operational aspect of a program or office (ex. graduation rates, retention,
employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will assess their resourcefulness in their chosen career field

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
80% or more of the students will report that they are able to be resourceful in their career field.

Performance Target for "Partially Met"
At least 70% of the students will report that they are able to be resourceful in their career field.

Performance Target for "Not Met"

Less than 70% of the students reported that they are able to be resourceful in their career field.

Assessment Measure Used
Indirect: Student Program Exit Survey

Frequency of Assessment
Annually

Data Collected for this Timeframe (Results)
100% of the students reported being adequately or better prepared to be Able to be Resourceful, with an average score of 5.0 out of 5.0.

Score (Met=3, Partially Met=2, Not Met=1)
3

Comments/Narrative
100% of the students reported being adequately or better prepared to be Able to be Resourceful, with an average score of 5.0 out of 5.0.

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
Not Applicable

Outcome 4

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Students will assess their career readiness and positive societal impact

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
80% or more of the students will report that they are career ready and can make a positive societal impact.

Performance Target for "Partially Met"
At least 70% of the students will report that they are career ready and can make a positive societal impact.

Performance Target for "Not Met"
Less than 70% of the students reported that they are career ready and can make a positive societal impact.

Assessment Measure Used	**Frequency of Assessment**
Indirect: Student Program Exit Survey	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
100% of the students reported being adequately or better prepared to Contribute to an Organization (average score 5.0) and Make a Positive Societal Impact (average score of 4.8).	3

Comments/Narrative
100% of the students reported being adequately or better prepared to Contribute to an Organization (average score 5.0) and Make a Positive Societal Impact (average score of 4.8).

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

Resources Needed to Meet/Sustain Results
none

Explanation of How Resources Will Be Used
Not Applicable

Goal Summary

Goal Summary/Comments
We administered the Goal 5 Outcomes Exit Survey for the first time in 2022-2023.

100% of the students reported being adequately or better prepared to (a) be Forward-Thinking Capable (average score of 4.8), (b) Possess Relevant Knowledge (average score of 4.8), (c) be Able to be Resourceful (average score of 5.0) , and (d) be Ready to contribute to an organization (average score of 5.0) and Prepared to Make a Positive Societal Impact (average score of 4.8).

The overall average for student-reported Career Readiness was 4.9 out of 5.

Changes Made/Proposed Related to Goal
We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating

students.

Upload Rubrics/Other Files
COB BAS Exit Survey.pdf

BAS Spring 2023 Exit Survey - Preparedness.pdf

BAS Spring 2023 Exit Survey - Preparedness
Calculations.xlsx

Dean's Email Address
mfekula@lander.edu

Approved by Dean?
Yes

Signature of Dean
Michael J. "Mick" Fekula

Comments from Dean's Review
I concur

Thank you for reviewing and approving this report. The approval and a copy of the report will be emailed to you and the Assessment Coordinator.