

# 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 "identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

## Be sure to **SAVE** your progress as you work!

### Academic Program

Business Administration, B.S.

### Submission Due Date

2024-2025

### Assessment Coordinator Name

Lloyd Willis

### Enter Assessment Coordinator Email

lwillis@lander.edu

## 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**  
Academic Year 2023-2024

**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 this Baccalaureate program is less than 12.5.

**Assessment Measure Used**  
Annual Productivity Report

**Frequency of Assessment**  
Annually

**Data Collected for this Timeframe (Results)**  
5-year Rolling Average: 661.2

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

**Comments/Narrative**  
Average 5-year BSBA enrollment has increased 11% due to online programs enrollment increases.

**Resources Needed to Meet/Sustain Results**  
Additional full-time faculty are needed in all business disciplines to meet the student demand for classes contributing to their progress for graduation

**Explanation of How Resources Will Be Used**  
New faculty will teach the additional sections

## 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**

Annual Productivity Report

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

5-year Rolling Average: 139.4

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

3

**Comments/Narrative**

Graduation rates increased due to online classes and the addition of programs. The 5-year rolling average increased went from 132 to 139.4. 162 graduated in AY 2022-2023, up from 142 in 2021-2022.

**Resources Needed to Meet/Sustain Results**

Additional full-time faculty are needed in all business disciplines to meet the student demand for classes contributing to their progress for graduation

**Explanation of How Resources Will Be Used**

New faculty will teach the additional sections

## Goal Summary

**Goal Summary/Comments**

BSBA enrollment increased by 10%

**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**

BSBA graduates will possess the business knowledge necessary for success in their careers.

**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 know accounting principles

**Timeframe for this Outcome**

Academic Year 2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 40%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 32%

**Performance Target for "Not Met"**

Mean percent Correct less than 32%

**Assessment Measure Used**

MFT Indicator: Accounting

**Frequency of Assessment**

Every two years

**Data Collected for this Timeframe (Results)**

Will be assessed in 2024-2025

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

**Comments/Narrative**

Will be assessed in 2024-2025

**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 economics principles

**Timeframe for this Outcome**

Academic Year 2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 50%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 41%

**Performance Target for "Not Met"**

Mean percent Correct less than 41%

**Assessment Measure Used**

MFT Indicator: Economics

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**

Will be assessed in 2024-2025

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

**Comments/Narrative**

Will be assessed in 2024-2025

**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 finance principles

**Timeframe for this Outcome**

Academic Year 2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 40%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 35.7%

**Performance Target for "Not Met"**

Mean percent Correct less than 35.7%

**Assessment Measure Used**

MFT Indicator: Finance

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**

Will be assessed in 2024-2025

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

**Comments/Narrative**

Will be assessed in 2024-2025

**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 Management principles

**Timeframe for this Outcome**

Academic Year 2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 55%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 47.5%

**Performance Target for "Not Met"**

Mean percent Correct less than 47.5%

**Assessment Measure Used**

MFT Indicator: Management

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**

.Will be assessed in 2024-2025

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

Will be assessed in 2024-2025

**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 know Marketing principles

**Timeframe for this Outcome**

Academic Year 2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 50%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 42%

**Performance Target for "Not Met"**

Mean percent Correct less than 42%

**Assessment Measure Used**

MFT Indicator: Marketing

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

Will be assessed in 2024-2025

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

Will be assessed in 2024-2025

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable.

**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 know Quantitative Analysis principles

**Timeframe for this Outcome**

Academic Year 2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 35%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 28%



**Performance Target for "Not Met"**

Mean percent Correct less than 28%

**Assessment Measure Used**

MFT Indicator: Quantitative Business Analysis

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**

Will be assessed in 2024-2025

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

Will be assessed in 2024-2025

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not applicable.

**Outcome 7**

**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 Information Systems principles

**Timeframe for this Outcome**

Academic Year 2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 42%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 37%

**Performance Target for "Not Met"**

Mean percent Correct less than 37%

**Assessment Measure Used**

MFT Indicator: Information Systems

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**

Will be assessed in 2024-2025

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

Will be assessed in 2024-2025

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not applicable.

**Outcome 8****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 Legal and Social Environment principles

**Timeframe for this Outcome**

Academic Year 2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 50%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 44%

**Performance Target for "Not Met"**

Mean percent Correct less than 44%

**Assessment Measure Used**

MFT Indicator: Legal and Social Environment

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**

Will be assessed in 2024-2025

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

Will be assessed in 2024-2025

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not applicable.

**Outcome 9**

**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 International Issues

**Timeframe for this Outcome**

Academic Year 2024-2025

**Performance Target for "Met"**

Mean percent Correct equal to or greater than 45%

**Performance Target for "Partially Met"**

Mean percent Correct equal to or greater than 35%

**Performance Target for "Not Met"**

Mean percent Correct less than 35%

**Assessment Measure Used**

MFT Indicator: International Issues

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**

Will be assessed in 2024-2025

**Score (Met=3, Partially Met=2, Not Met=1)****Comments/Narrative**

Will be assessed in 2024-2025

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not applicable

## Outcome 10

**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 general business knowledge

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Mean MFT Overall Score equal to or greater than 146

**Performance Target for "Partially Met"**

Mean MFT Overall Score equal to or greater than 138

**Performance Target for "Not Met"**

Mean MFT Overall Score less than 138

**Assessment Measure Used**

Direct: MFT Overall Score

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**

Will be assessed in 2024-2025

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

**Comments/Narrative**

Will be assessed in 2024-2025

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not applicable

## Goal Summary

**Goal Summary/Comments**

Will be assessed in 2024-2025

**Changes Made/Proposed Related to Goal**

Will be assessed in 2024-2025

## Upload Rubrics/Other Files

### 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

BSBA graduates will be effective communicators.

#### 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 make effective oral presentations

#### Timeframe for this Outcome

Academic Year 2023-2024

#### Performance Target for "Met"

At least 80% of the students scored higher than 15 on the Oral Communications Rubric.

#### Performance Target for "Partially Met"

At least 70% of the students scored higher than 15 on the Oral Communications Rubric.

#### Performance Target for "Not Met"

Less than 70% of the students scored higher than 15 on the Oral Communications Rubric.

The average score is less than 14.7.

The average score of one or more rubric criterion items is less than 2.1.

**Assessment Measure Used**

**Frequency of Assessment**

Direct: Every other year  
Class presentation  
Oral presentation rubric

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

**Comments/Narrative**

The target for this goal met. Ninety seven percent of the students scored 15 or higher on the oral communications rubric which exceeds the target and is a significant improvement over last year.

**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 be able to write effectively

**Timeframe for this Outcome**

Will be assessed 204-2025

**Performance Target for "Met"**

At least 70% of the students will score 70 or higher on the Written Communications Rubric.

**Performance Target for "Partially Met"**

At least 70% of the students will score 60 or higher on the Written Communications Rubric.

**Performance Target for "Not Met"**

Less than 70% of the students scored higher than 60 on the Oral Communications Rubric.

**Assessment Measure Used**

Direct:  
BA 414 Case and Rubric

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**      **Score (Met=3, Partially Met=2, Not Met=1)**

Data will be collected in Fall 2024 and Spring 2025. 2

**Comments/Narrative**

Will be assessed 2024-2025

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

## Goal Summary

**Goal Summary/Comments**

The data indicate that improvements can continue to be made in delivery and rapport with the audience. Visual design and the use of supporting material will continue to improve this year, as well as all the other items: organization, language, and central message. According to the rubric criteria, delivery can continue improve by ensuring the speaker does not appear tentative and students can improve their connections to the audience through better eye contact.

The BA 299 curriculum will continue to improve in 2024-2025 by adding more emphases on oral communication skills. Oral presentation coaching will continue with a focus on delivery, visual design, supporting material, and rapport with the audience.

The oral communication goal was met with 97% of the student scoring at least a 15 on the scoring rubric.

The data indicate that improvements can continue to be made in delivery and rapport with the audience.

This is an improvement over last year when 87% of the student scored at least a 15 on the scoring rubric.

The writing component will be assessed during the 2024-2025 academic year.

**Changes Made/Proposed Related to Goal**

The BA 299 curriculum will continue to improve in 2024-2025 by adding more emphases on oral communication skills. Oral presentation coaching will continue with a focus on delivery, visual design, supporting material, and rapport with the audience.

The writing component will be assessed during the 2024-2025 academic year.

**Upload Rubrics/Other Files**

Oral Communication Rubric (2)-1.pdf

## 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**

BSBA graduates will have an appreciation for ethics, ethical decision-making and the social responsibility of business to all stakeholders.

**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**

2024-2025

**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"**

70% or more 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**

Direct:  
Case Essay

**Frequency of Assessment**

Every two years

**Data Collected for this Timeframe (Results)**

2024-2025

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

**Comments/Narrative**

Will be assessed in 2024-2025

**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 be able to identify and analyze corporate social responsibility issues.

**Timeframe for this Outcome**

2024-2025

**Performance Target for "Met"**

Core Values and Ethical Decision Target

80% of the students will achieve at least 17.5 out of 25 points.

**Performance Target for "Partially Met"**

Core Values and Ethical Decision Target

At least 70% of the students will achieve at least 17.5 out of 25 points.

**Performance Target for "Not Met"**

Less than 70% of the students scored 17.5 or 25 on the respective rubric.

**Assessment Measure Used**

Direct:

Rubric and Essays on Core Values, Diversity and Inclusivity, and Positive Societal Impact.

**Frequency of Assessment**

every two years

**Data Collected for this Timeframe (Results)**

2024-2025

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

**Comments/Narrative**

Will be assessed in 2024-2025

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

Not Applicable

## Goal Summary

**Goal Summary/Comments**

assessed in 2024-2025

**Changes Made/Proposed Related to Goal**

assessed in 2024-2025

**Upload Rubrics/Other Files**

## 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

BSBA graduates will be effective problem solvers

### 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 problems, analyze various alternatives to solve problems, and make effective decisions in solving problems.

### Timeframe for this Outcome

Academic Year 2023-2024

### Performance Target for "Met"

At least 70% of the students score a 9 or higher on the decision-making scoring rubric.

### Performance Target for "Partially Met"

At least 60% of the students score a 9 or higher on the decision-making scoring rubric.

### Performance Target for "Not Met"

At least 60% of the students score less than a 9 on the decision-making scoring rubric.

### Assessment Measure Used

Direct:  
Case with rubric

### Frequency of Assessment

every two years

### Data Collected for this Timeframe (Results)

2023-2024

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

3

**Comments/Narrative**

Results show that 73% of the students scored a 9 or higher on the decision-scoring rubric. This is an improvement over the previous assessment whereas 70% of the students scored 9 or higher. Results indicate that improvement has been in the area of problem solving. Decision-making exercises will continue to be administered in the curriculum requiring students to analyze alternatives in order to make good decision.

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

N/A

## Goal Summary

**Goal Summary/Comments**

Results indicate that improvement has been in the area of problem solving. The percentage of students who scored 70% or higher increased from 70% to 73%. Assignments and exercises that require students to choose a solution from various alternatives will continue to be emphasized courses that require problem solving.

**Changes Made/Proposed Related to Goal**

This goal will be assessed again in the 2025-2026 academic year. The assessment tool used for this goal will be evaluated and possible changes will be considered that require a different assessment tool. Also, additional outcomes will be considered that required an indirect assessment of problem solving

**Upload Rubrics/Other Files**

decision-making-rubric.doc

## 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**

BSBA graduates are prepared for Career Success

**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 prepare a portfolio of Career Preparedness that is presented in an oral presentation. The portfolios are graded with a rubric.

**Timeframe for this Outcome**

Academic Year 2023-2024

**Performance Target for "Met"**

Seventy percent of the students must score at least an 11 or higher on the rubric.

**Performance Target for "Partially Met"**

Sixty percent of the students must score at least an 11 or higher on the rubric.

**Performance Target for "Not Met"**

Less than 60% of the students score an 11 or lower on the rubric.

**Assessment Measure Used**

Direct:  
Portfolio with presentation  
rubric

**Frequency of Assessment**

Every other year

**Data Collected for this Timeframe (Results)**

2023-2024

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

3

**Comments/Narrative**

Results show that 73% of the students scored a 11 or higher on the decision-scoring rubric. This is similar to the the previous assessment, which also showed the goal was met. Continuous improvement efforts will continue to be addressed within the classroom that required students to be aware of the importance of develop a career preparedness portfolio.

**Resources Needed to Meet/Sustain Results**

None

**Explanation of How Resources Will Be Used**

N/A

## Goal Summary

**Goal Summary/Comments**

Results show that 73% of the students scored a 11 or higher on the decision-scoring rubric. This is similar to the the previous assessment, which also showed the goal was met. Continuous improvement efforts will continue to be addressed within the classroom that required students to be aware of the importance of develop a career preparedness portfolio.

**Changes Made/Proposed Related to Goal**

Career Preparedness is scheduled to be assessed in the academic year 2025-2026. Indirect outcomes

were not assessed this past year, but will be considered in the future. Also, this goal will be evaluated for possible replacement with a more appropriate goal.

**Upload Rubrics/Other Files**

Lander COB Career Readiness Portfolio Rubric  
(2)(2).xlsx

**Dean's Email Address**

lwillis@lander.edu

**Approved by Dean?**

Yes

**Signature of Dean**

Lloyd Willis

**Comments from Dean's Review**

**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.**