Bachelor of Science in Business Administration, Management & Marking, Warner Robins

Semester reporting: Spring 2021

Reporting cycle: Annual Reporting Cycle

Academic Program Assessment by Concentration Report Information

Prepared on: 9/20/2021	Prepared by: Stanley Ketchel
	Email address of person responsible for this report: Stanley.ketchel@mga.edu
In which school is this program located?	Business
Program Type:	Undergraduate
Approximately how many students are in this program at this location? Break out by concentrations.	BIGM (Management) 90 BIGN (General Business) 93

Student Learning Outcomes

SLO1

7. SLO 1: What is the first Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)	Analyze and discuss situations involving a global environment and diversity issues.
8. SLO 1: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Embedded questions in International Economics Question on the money market and foreign exchange market. Question on exchange rates.
9. SLO 1: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on....)	Average grade of 70 or better on each question
10. SLO 1: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome. Report data differentiated by program concentrations. (Example: BA Contemporary Musicianship - 84%, BA Contemporary Musicianship Classical - 77%, BA Contemporary Musicianship Commercial - 63%)	**Management** – no students to report on. **General Business –** no students to report on.
11. SLO 1: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	**Management** – N/A **General Business** – N/A

Student Learning Outcomes
SLO2

12. SLO 2: What is the second Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)	Solve complex problems using quantitative and qualitative data.
13. SLO 2: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Embedded questions in Business Statistics Question on regression analysis. Question on hypothesis testing.
14. SLO 2: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....).	Average grade of 70 or better on each question
15. SLO 2: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome. Report data differentiated by program concentrations. (Example: BA Contemporary Musicianship - 84%, BA Contemporary Musicianship Classical - 77%, BA Contemporary Musicianship Commercial - 63%)	**Management** – No students to report on. **General Business** – No Students to report on.
16. SLO 2: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	**Management** -NA **General Business** – N/A

Student Learning Outcomes
SLO3

17. SLO 3: What is the third Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)	Analyze cases containing ethical issues, identify possible courses of action, and discuss the potential outcomes of those actions.
18. SLO 3: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Embedded questions in Principles of Management. Question on business ethics. Question on strategy and considerations on stakeholders. Question on social responsibility.
19. SLO 3: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....).	Average grade of 70 or better on each question.
20. SLO 3: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome. Report data differentiated by program concentrations. (Example: BA Contemporary Musicianship - 84%, BA Contemporary Musicianship Classical - 77%, BA Contemporary Musicianship Commercial - 63%)	**Management –** No students to report on. **General Business** - No students to report on.
21. SLO 3: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	**Management** – N/A **General Business** – N/A

Student Learning Outcomes

SLO4

22. SLO 4: What is the fourth Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)	Understand and apply core concepts in business effectively.
23. SLO 4: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Score on ETS Major Field Test
24. SLO 4: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....	Score on ETS Major Field Test is above median national score
25. SLO 4: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome. Report data differentiated by program concentrations. (Example: BA Contemporary Musicianship - 84%, BA Contemporary Musicianship Classical - 77%, BA Contemporary Musicianship Commercial - 63%)	**Management:** 25% (13/52) **General Business:** 28% (18/65)
26. SLO 4: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	Topics where students performed significantly under national average (seven of them in management, eight in marketing, eight in quantitative analysis and two in legal environment) were shared with the faculty. Further, the Accounting and Finance Department has assessed and shared their shortcoming areas. For the marketing and management statistics below, green indicates areas where performance exceeded the national average by more than 3%. Yellow indicates areas where performance fell short of the national average by more than 3%. Non-highlighted areas are within =/- 3% of the national average. Red areas are where performance fell short of the national average of more than 15%, or one converted standard deviation from the total ETS score measure (see chart below).

Sampling

27. How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location? (Provide Number and by Concentration)	This was a test year for determining how to assess by concentration under a more broadly implemented School of Business Assessment. During this process, it became clear that the assessment plan set up in Jan 2019 copied the assessment for the BSBA rather than create specific learning outcomes and measures specific to students in the concentrations. The assessment plan will be revised by the faculty and School of Business to target the specific learning outcomes for specific concentrations as well as overall BSBA learning outcomes. These concentration-specific learning outcomes will assessed in the concentration courses in which students are enrolled. A new assessment plan for the concentration will be forwarded to Academic Affairs.

Open Box for Assessment Comments

28. Overall Use of Assessment Results for Continuous Improvement and Open Text Box For Assessment Comments:	
29. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	

Management

Percent Correct Institution	Percent Correct National[b]	Percent Omit	Percent Not Reached	Domain	Content Area	SubContent Area
71.5	83.2	0	0	Management	Strategy and Policy	Strategic analysis
42.4	48.7	0	0	Management	Management Principles	History and theory
74.3	79.3	0.7	0	Management	International and Cross Cultural Management	--
75	75.9	0	0	Management	Strategy and Policy	Policy determination
56.2	64.6	0	0	Management	Organizational Behavior	Managing diversity
67.4	63.8	0	0	Management	Organizational Behavior	Leadership and motivation
55.6	57.1	0	0	Management	Management Principles	Group/team dynamics
40.1	49.6	0	1.4	Management	Management Principles	Functions
78.6	80.3	0	2.8	Management	Organizational Behavior	Communication
33.6	32.6	0	0.7	Management	International and Cross Cultural Management	--
65	65.4	0	0.7	Management	Organizational Behavior	Leadership and motivation
29.4	36.2	0	0.7	Management	Management Principles	Group/team dynamics
76.2	70.5	0	0.7	Management	Strategy and Policy	Policy determination
55.2	55.5	0	0.7	Management	Entrepreneurship	--
86.7	76	0	0.7	Management	Operations Management	Total quality management
74.1	77.3	0	0.7	Management	Organizational Behavior	Communication

Marketing

Percent Correct Institution	Percent Correct National[b]	Percent Omit	Percent Not Reached	Domain	Content Area	SubContent Area
75	68.9	0	0	Marketing	Serving Selected Markets	Marketing mix
33.3	44.7	0	0	Marketing	Serving Selected Markets	Marketing services
45.8	45.9	0	0	Marketing	Serving Selected Markets	Segmenting consumer and organizational markets
35.4	52.2	0	0	Marketing	Identifying attractive markets	Marketing research and information technology tools
50.3	53.4	0	0.7	Marketing	Identifying attractive markets	Strategic marketing planning
49.7	47.9	0	0.7	Marketing	International Marketing	--
45.5	41.3	0	0.7	Marketing	Identifying attractive markets	Consumer and organizational buyer behavior
80.3	77.4	0	1.4	Marketing	Identifying attractive markets	Scanning the marketing environment
71.3	81.6	0	0.7	Marketing	Identifying attractive markets	Marketing research and information technology tools
69.2	75.5	0	0.7	Marketing	Identifying attractive markets	Strategic marketing planning
37.8	54.7	0	0.7	Marketing	Serving Selected Markets	Segmenting consumer and organizational markets
39.2	50.4	0	0.7	Marketing	International Marketing	--
20.3	23.3	0	0.7	Marketing	Serving Selected Markets	Marketing services
21.7	21.5	0	0.7	Marketing	Serving Selected Markets	Marketing services
48.3	54.4	0	0.7	Marketing	Serving Selected Markets	Marketing of social causes

Quantitative Analysis

Percent Correct Institution	Percent Correct National[b]	Percent Omit	Percent Not Reached	Domain	Content Area	SubContent Area
27.1	40.5	0.7	0	Quantitative Business Analysis	Quantitative Operations and Management Techniques	Linear programming
17.4	22.3	0	0	Quantitative Business Analysis	Probability and Statistics	Correlation and regression
25	28.6	0.7	0	Quantitative Business Analysis	Probability and Statistics	Statistical concepts in QA
27.1	37.7	0	0	Quantitative Business Analysis	Probability and Statistics	Time series forecasting
31.9	27.2	0	0	Quantitative Business Analysis	Probability and Statistics	Counting rules
29.9	27.5	0	0	Quantitative Business Analysis	Probability and Statistics	Sampling and estimation
27.3	35.4	0	0.7	Quantitative Business Analysis	Probability and Statistics	Conditional/joint probabilities
39.9	36.8	0	0.7	Quantitative Business Analysis	Quantitative Operations and Management Techniques	Linear programming
49.7	60.2	0	0.7	Quantitative Business Analysis	Probability and Statistics	Distributions
10.5	15	0	0.7	Quantitative Business Analysis	Probability and Statistics	Correlation and regression
53.1	58.2	0	0.7	Quantitative Business Analysis	Quantitative Operations and Management Techniques	Statistical process control
21.1	27.8	0	1.4	Quantitative Business Analysis	Probability and Statistics	Hypothesis testing
51.4	49.9	0	1.4	Quantitative Business Analysis	Probability and Statistics	Measures of central tendency and dispersion

Legal Environment

Percent Correct Institution	Percent Correct National[b]	Percent Omit	Percent Not Reached	Domain	Content Area	SubContent Area
56.2	59.1	0	0	Legal and Social Environment	Legal Environment	Administrative law
59.7	54.1	0	0	Legal and Social Environment	Business Relationships	Business Organizations
88.9	82.2	0	0	Legal and Social Environment	Business Relationships	Contract and sales law
36.1	24.6	0.7	0	Legal and Social Environment	Regulatory Environment	Antitrust law
41.7	32.9	0	0	Legal and Social Environment	Regulatory Environment	Consumer protection
40.3	44.9	0	0	Legal and Social Environment	Legal Environment	Constitution and business
32.9	45.9	0	0.7	Legal and Social Environment	Ethical/Social	Social responsibility
49	50.1	0	0.7	Legal and Social Environment	Legal Environment	Courts and legal systems
81.1	79.7	0	0.7	Legal and Social Environment	Legal Environment	Tort Law
22.4	20.7	0	0.7	Legal and Social Environment	Regulatory Environment	Antitrust law
32.9	32.2	0	0.7	Legal and Social Environment	Regulatory Environment	Employment law