

Program_Name School of Business

Campus: Online

Semester: FY 19 (Fall 19 and Spring 20)

Academic Program Assessment

Program and Assessment Report Information

Prepared on:	By: stephen.morse@mga.edu
In which college or school is this program located?	School of Business
Program Type:	BSBA
Program Name:	BSBA
Reporting Cycle: (Note: Some programs are required to report on a semester basis for reasons of secondary accreditation or a graduate program required to established assessment data before the next five-year report to SACSCOC.)	FY 19
Which semester were the data collected and analyzed? If it crossed multiple semesters, select the latest semester of data.	Semester
For which campus are these assessments being submitted? A separate assessment report is needed for each location a program is offered.	Macon
Approximately how many students are in this program at this location?	

Student Learning Outcomes

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.....)	Students will have knowledge of <u>global, diversity and ethics</u> issues in today's business environment
What instrument 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 exam questions (2 in ECON 3175 – International Economics and 3 in BUSA 3101 – Business Ethics)
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct).	Class average of 70% or better on the embedded questions
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	Within 4% of the national average
During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	

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.....)	Students will have knowledge of <u>data analysis</u> in today's business environment
What instrument 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 exam questions in MGMT 3165 – Production and Operations Mgt.
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct).	Class average of 70% or better on the embedded questions
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	
During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	

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.....)	Students will have knowledge of <u>core business concepts in accounting, management, marketing, economics, legal, finance</u> in today's business environment
What instrument 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 exam questions in ACCT 2101 & 2102, ECON 2105 & 2106, MGMT 3141, MKT 3161, BUSA 3101, FINA 3110)
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct)	Class average of 70% or better on the embedded questions
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	
During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	

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.....)	Students will have knowledge of <u>written and oral communication skills</u> in today's business environment
What instrument 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)	?
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct).	Class average of 70% or better on the embedded questions
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	
During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)	

Sampling

How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	
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Evidence of changes based on an analysis of results

What changes were implemented based on an analysis of the students' performance on these Student Learning Outcomes? (Evidence of the improvement must be kept and filed in the department or academic unit including but not limited to: changes in exam questions, reading assignments, syllabi, course instruction materials or assignments. Both old versions and new versions should be kept on file for 10 years.)	
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Open Box for Assessment Comments	
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Form run:

Tuesday, January 14, 2020