

Bachelor of Science in Business Administration, Macon

Semester reporting: Spring Semester 2021

Reporting cycle: Annual Reporting Cycle

Academic Program Assessment by Concentration Report Information

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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.	43 – Accounting 9 – Financial Economics

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
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%)	N/A
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?	No students in either concentrating were enrolled in International Economics (where embedded questions are administered) so no assessment measures for this outcome in this year.

Student Learning Outcomes

SLO2

<p>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.....)</p>	<p>Solve complex problems using quantitative and qualitative data.</p>
<p>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)</p>	<p>Embedded questions in Business Statistics</p>
<p>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.....).</p>	<p>Average grade of 70 or better on each question.</p>
<p>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%)</p>	<p>0% for Accounting NA for Financial Economics</p>
<p>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?</p>	<p>Only two students concentrating in accounting enrolled in Business Statistics (where embedded questions are administered). They both got one question correct and one question incorrect. We increased the level of difficulty this year and so this was not a complete surprise. We will monitor as a few more students are assessed to determine if curriculum changes are needed.</p> <p>Financial Economics - No students concentrating in financial economics enrolled in Business Statistics (where embedded questions are administered) so no assessment measures for this outcome in this year.</p>

Student Learning Outcomes

SLO3

<p>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.....)</p>	<p>Analyze cases containing ethical issues, identify possible courses of action, and discuss the potential outcomes of those actions.</p>
<p>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)</p>	<p>Embedded questions in Principles of Management</p>
<p>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.....).</p>	<p>Average grade of 70 or better on each question.</p>
<p>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%)</p>	<p>0% Accounting NA Financial Economics</p>
<p>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?</p>	<p>Only one student concentrating in accounting enrolled in Principles of Management (where embedded questions are administered). That student got one question correct and two questions incorrect. We increased the level of difficulty this year and so this was not a complete surprise. We will monitor as a few more students are assessed to determine if curriculum changes are needed.</p> <p>Financial Economics - No students concentrating in financial economics enrolled in Principles of Management (where embedded questions are administered) so no assessment measures for this outcome in this year.</p>

Student Learning Outcomes

SLO4

<p>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.....)</p>	<p>Understand and apply core concepts in business effectively.</p>
<p>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)</p>	<p>Score on ETS Major Field Test</p>
<p>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.....)</p>	<p>Score on ETS Major Field Test is above median national score</p>
<p>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%)</p>	<p>50% - Accounting NA - Financial Economics</p>
<p>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?</p>	<p>Topics where students performed significantly under national average (12 of them in accounting, finance, and economics) were shared with the faculty. Several of these topics are part of a pilot "mastery" exam in the finance course in the past year. A similar mastery exam pilot in economics is also underway in the upcoming year to improve foundational skills in these areas. It takes up to four semesters before students completing the mastery series get to the capstone class where they take the ETS Major Field Test. So, it may take two assessment cycles to see results from these pilots.</p> <p>Financial Economics - No students concentrating in financial economics enrolled in Strategic Management (where embedded questions are administered) so no assessment measures for this outcome in this year.</p>

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)	Accounting – 3 Financial Economics - 0
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Open Box for Assessment Comments

28. Overall Use of Assessment Results for Continuous Improvement and Open Text Box For Assessment Comments:	<p>Accounting - This was a “beta test” year for figuring out how to assess by concentration. 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 accounting concentration. The assessment plan will be revised by the accounting faculty to target the specific learning outcomes for accounting concentration students (vs. overall BSBA learning outcomes). Then these accounting learning outcomes will assessed in the concentration courses where these students are enrolled. A new assessment plan for the concentration will be forwarded to Academic Affairs.</p> <p>Financial Economics – This was a “beta test” year for figuring out how to assess SLO by concentration. This is a new concentration and so there were none in the assessed courses in Spring 2021. During this process, it became clear that we need SLOs for the financial economics concentration. The assessment plan will be created by the economics and finance faculty to target the SLOs. Then these SLOs will assessed in the concentration courses where these students are enrolled. A new assessment plan for the concentration will be forwarded to Academic Affairs.</p>
29. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	NA