

Quality Assurance Report, 2024 - Standard Four: Measurement and Analysis of Student Learning - Criteria 4.2 - Figure 4.2 - Student Learning and Performance

Figure 4.2

Measurement and Analysis of Student Learning and Performance

		Analysis of Results , AY2022-23															
Student Learning Outcome (SLO)	Assessment Instrument/ Achievement Target	Results	Analysis	Actions	Trends												
Program: Bachelor of Business Administration (B.B.A.)--Major in Business Administration, General Business Emphasis																	
<p>1. Common Body of Knowledge Students will demonstrate knowledge of the core principles of the major functional areas of Business Administration.</p>	<p>ETS Major Field Test in Business- Composite score. (Direct, External, Summative, Comparative) LCU composite mean at or above nationwide mean. (Target= $\mu_{LCU} \geq \mu_{nationwide}$)</p>	<p>AY2022-23: $\mu_{nationwide} = 148.8$ μ_{LCU} (BUA, N=3) = 148.0 < 148.8; target not met. ----- Two year (AY2021-23) weighted mean for which the current version of the MFT in Business has been in force: BUA (N=12): 148.8 = 148.8; target met.</p>	<p>For AY2022-23, mean=148, which is slightly less than the nationwide mean of 148.8. But with only N=3 for AY2022-23, results are a bit slim to draw conclusions. Cumulatively over the last two years (AY2021-23), N=12: mean =148.8, which is precisely the nationwide mean. Using the cumulative AY2021-23 results, mean scores for BBA/BUA exceeded nationwide mean for only 2 assessment indicators (Economics and Management).</p>	<p>Additions of FIN 4311 International Trade & Finance and BUA 2320 Introduction to Data Analytics (both effective Fall 2022) may help support the QBA and International Issues areas.</p>	<p>MFT Composite Mean Major=Business Administration (General Business emphasis)</p> <table border="1"> <caption>MFT Composite Mean Data</caption> <thead> <tr> <th>Year</th> <th>Mean Score (Major=BADM/BUA)</th> <th>Achievement Target</th> </tr> </thead> <tbody> <tr> <td>AY2021-22</td> <td>149.0</td> <td>148.8</td> </tr> <tr> <td>AY2022-23</td> <td>148.0</td> <td>148.8</td> </tr> <tr> <td>AY2021-23*</td> <td>148.8</td> <td>148.8</td> </tr> </tbody> </table> <p>*Two year weighted mean for which the current version of the MFT in Business has been in force (Form 4QMF, effective Fall 2021).</p>	Year	Mean Score (Major=BADM/BUA)	Achievement Target	AY2021-22	149.0	148.8	AY2022-23	148.0	148.8	AY2021-23*	148.8	148.8
Year	Mean Score (Major=BADM/BUA)	Achievement Target															
AY2021-22	149.0	148.8															
AY2022-23	148.0	148.8															
AY2021-23*	148.8	148.8															
<p>2. Functional Area Focus Students will demonstrate knowledge of the core principles in a selected specific functional area of Business Administration: International Issues</p>	<p>ETS Major Field Test in Business- Assessment Indicator 9: International Issues. (Direct, External, Summative, Comparative) LCU Assessment Indicator (AI)=International issues mean at or above nationwide AI mean. (Target= $\mu_{LCU} \geq \mu_{nationwide}$)</p>	<p>AY2022-23: $\mu_{nationwide} = 44.6$ μ_{LCU} (BADM/BUA, N=3) = 46.0 > 44.6; target met. ----- Two year (AY2021-23) mean for which the current version of the MFT in Business has been in force (Form 4QMF): BADM/BUA (N=12): 44.5 < 44.6; target not met.</p>	<p>Positive result for AY2022-23, but only N=3. Cumulative results for AY2021-22 and 2022-23 were: N=12, mean=44.5, which was nearly identical to the target nationwide mean 44.6.</p>	<p>Positive result--no action. Additions of FIN 4311 International Trade & Finance as a required course (effective Fall 2022) should help continue to support positive results going forward. Continue monitoring.</p>	<p>MFT Assessment Indicator 9-International Issues Major=Business Administration (General Business emphasis)</p> <table border="1"> <caption>MFT Assessment Indicator 9-International Issues Data</caption> <thead> <tr> <th>Year</th> <th>Mean Percent Correct (Major=BADM/BUA)</th> <th>Achievement Target</th> </tr> </thead> <tbody> <tr> <td>AY2021-22</td> <td>44</td> <td>44.6</td> </tr> <tr> <td>AY2022-23</td> <td>46</td> <td>44.6</td> </tr> <tr> <td>AY2021-23*</td> <td>44.5</td> <td>44.6</td> </tr> </tbody> </table> <p>*Two year weighted mean for which the current version of the MFT in Business has been in force (Form 4QMF, effective Fall 2021).</p>	Year	Mean Percent Correct (Major=BADM/BUA)	Achievement Target	AY2021-22	44	44.6	AY2022-23	46	44.6	AY2021-23*	44.5	44.6
Year	Mean Percent Correct (Major=BADM/BUA)	Achievement Target															
AY2021-22	44	44.6															
AY2022-23	46	44.6															
AY2021-23*	44.5	44.6															
<p>3. Financial Statements Students will demonstrate knowledge of and the ability to analyze financial statements.</p>	<p>Financial Statements Test-- Final exam assessing Trend Analysis, Financial Statements, Financial Ratios, Valuation Analysis, Industry Analysis, administered in FIN/ACC 4315 Financial Statement Analysis. (Direct, Internal, Summative) Target: Mean total score for Accounting majors will be 80 percent or higher.</p>	<p>AY2022-23: Total (BUA majors, N=9): Mean % correct = 86.43% > 80%; target met. ----- Mean correct by category: I-Trend Analysis: 16.6/20; II-Financial Statements: 17.0/20; III-Financial Ratios: 17.20/20; IV-Valuation Analysis: 17.60/20; V-Industry Analysis: 18.0/20 Total: 86.4/100=86.4%</p>	<p>Assessment of this SLO began AY2022-23, applicable to all BBA majors for whom FIN/ACC 4315 Financial Statement analysis is a required course: Accounting, Finance, BADM-AgriBusiness, BADM-General Business, and Management. Targets for ACC and FIN majors are set higher (90%) than the BADM-AGB, BADM-BUA, and MGMT majors (80%). Target met for BUA for AY2022-23.</p>	<p>First year result positive. No action taken. Continue to administer/monitor.</p>	<p>Financial Statements Final Exam Major=Business Administration (General Business emphasis)</p> <table border="1"> <caption>Financial Statements Final Exam Data</caption> <thead> <tr> <th>Year</th> <th>Mean Percent Correct (Major=BADM/BUA)</th> <th>Achievement Target</th> </tr> </thead> <tbody> <tr> <td>AY2022-23*</td> <td>86.4</td> <td>80</td> </tr> </tbody> </table> <p>*First year to assess this SLO.</p>	Year	Mean Percent Correct (Major=BADM/BUA)	Achievement Target	AY2022-23*	86.4	80						
Year	Mean Percent Correct (Major=BADM/BUA)	Achievement Target															
AY2022-23*	86.4	80															