

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												
<b>Program: Bachelor of Business Administration (B.B.A.)--Major in Management</b>																	
<p><b>1. Common Body of Knowledge</b> Students will demonstrate knowledge of the core principles of the major functional areas of Business Administration.</p>	<p>ETS Major Field Test in Business- <b>Composite score.</b> (Direct, External, Summative, Comparative)  LCU composite mean at or above nationwide mean. (Target= <math>\mu_{LCU} \geq \mu_{nationwide}</math>)</p>	<p>AY2022-23: <math>\mu_{nationwide} = 148.8</math>  <math>\mu_{LCU}</math> (MGMT, N=6) = 155.0 &gt; 148.8; target met.  ----- Two year (AY2021-23) weighted mean for which the current version of the MFT in Business has been in force: MGMT (N=12): 150.5 &gt; 148.8; target met.</p>	<p>Results for AY2022-23 were up sharply from the previous year. (AY2021-22: 146, N=6--target not met; AY2022-23=155, N=6--target met). There was also distinct improvement with respect to the assessment indicators. Last year, only 2 of the 9 indicator scores exceeded the nationwide average; this year, only 3 of the 9 did NOT exceed the nationwide average. The three that fell short were QBA, Legal &amp; Social Environment, and International Issues. Most encouragingly, the Management indicator--which fell short of the nationwide mean last year--was much better: 70, up from 52, and at the 98th percentile nationwide.</p>	<p>Positive result; no action.</p>	<p style="text-align: center;"><b>MFT Composite Mean Major=Management</b></p> <table border="1"> <caption>MFT Composite Mean Data</caption> <thead> <tr> <th>Year</th> <th>Mean Score (Major=MGMT)</th> <th>Achievement Target</th> </tr> </thead> <tbody> <tr> <td>AY2021-22</td> <td>146.0</td> <td>148.8</td> </tr> <tr> <td>AY2022-23</td> <td>155.0</td> <td>148.8</td> </tr> <tr> <td>AY2021-23*</td> <td>150.5</td> <td>148.8</td> </tr> </tbody> </table>	Year	Mean Score (Major=MGMT)	Achievement Target	AY2021-22	146.0	148.8	AY2022-23	155.0	148.8	AY2021-23*	150.5	148.8
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<p><b>2. Functional Area Focus</b> Students will demonstrate knowledge of the core principles in a selected specific functional area of Business Administration: Management.</p>	<p>ETS Major Field Test in Business- <b>Assessment Indicator 3: Finance.</b> (Direct, External, Summative, Comparative)  LCU Management AI mean at or above nationwide mean + 1 standard deviation. (Target= <math>\mu_{LCU} \geq \mu_{nationwide} + \sigma</math>)</p>	<p>AY2022-23: <math>\mu_{nationwide} + \sigma = 57.0 + 6.9 = 63.9</math>  <math>\mu_{LCU}</math> (MGMT, N=6) = 70.0 &gt; 63.9; target met.  ----- Two year (AY2021-23) mean for which the current version of the MFT in Business has been in force (Form 4QMF): MGMT (N=12): 61.0 &lt; 63.9; target not met.</p>	<p>The Management (MGMT) major was created effective Fall 2021. AY2021-22 was the first administration of the MFT to Management (MGMT) majors (as opposed to the previous BADM/MGT emphasis). It consisted of largely a conversion of MGT emphasis, with some additional MGT course requirements. For AY2021-22, the mean score (N=6) on the Management assessment indicator was only 52, which was not only less than the target of mean + 1 standard deviation, but also less than the mean and at only the 25th percentile nationwide. AY 2022-23 results were vastly improved, with both the nationwide mean and the the more demanding achievement target of mean + 1 standard deviation being exceeded. Faculty noted the results and considered ways to buttress core management principles in MGT classes, and the need for an additional full-time faculty member with MGT doctoral credentials.</p>	<p>Positive result; no action taken. Faculty noted the contrast between AY2021-22 and AY2022-23 results and are keenly interested in seeing the AY2023-24 results to see whether the AY2022-23 positive result is sustained or if there is reversion to AY2021-22. Now that the MGMT major (replacing the emphasis) has been in force for three full years, the expectation is that the result should be closer to AY2022-23 than AY2021-22. Faculty continue to note the need for an additional full-time faculty member with MGT doctoral credentials. School of Business is currently searching (Fall 2023) for an additional faculty member with management credentials to buttress the management major.</p>	<p style="text-align: center;"><b>MFT Assessment Indicator 3--Management Major=Management</b></p> <table border="1"> <caption>MFT Assessment Indicator 3--Management Data</caption> <thead> <tr> <th>Year</th> <th>Mean Percent Correct (Major=MGMT)</th> <th>Achievement Target</th> </tr> </thead> <tbody> <tr> <td>AY2021-22</td> <td>52.0</td> <td>63.9</td> </tr> <tr> <td>AY2022-23</td> <td>70.0</td> <td>63.9</td> </tr> <tr> <td>AY2021-23*</td> <td>61.0</td> <td>63.9</td> </tr> </tbody> </table>	Year	Mean Percent Correct (Major=MGMT)	Achievement Target	AY2021-22	52.0	63.9	AY2022-23	70.0	63.9	AY2021-23*	61.0	63.9
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<p><b>3. Financial Statements</b> Students will demonstrate knowledge of and the ability to analyze financial statements.</p>	<p><b>Financial Statements Test--</b> Final exam assessing Trend Analysis, Financial Statements, Financial Ratios, Valuation Analysis, Industry Analysis, administered in FIN/ACC 4315 Financial Statement Analysis. (Direct, Internal, Summative)</p> <p>Target: Mean total score for Accounting majors will be 80 percent or higher.</p>	<p><b>AY2022-23:</b> Total (MGMT majors, N=4*): Mean % correct = 87.5% &gt; 80%; target met.</p> <p>----- Mean correct by category: I-Trend Analysis: 18.0/20; II-Financial Statements: 18.0/20; III-Financial Ratios: 17.25/20; IV-Valuation Analysis: 16.5/20; V-Industry Analysis: 17.75/20 Total: 87.5/100=86.4%</p> <p>*Including one BADM/MGT emphasis major.</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>	<div style="text-align: center;"> <p><b>Financial Statements Final Exam</b> <b>Major=Management</b></p> <p>AY2022-23*</p> <p>■ Mean Percent Correct (Major=MGMT)    — Achievement Target</p> </div> <p>*First year to assess this SLO.</p>
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