

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, Marketing Emphasis																	
1. Common Body of Knowledge Students will demonstrate knowledge of the core principles of the major functional areas of Business Administration.	ETS Major Field Test in Business - Composite score. (Direct, External, Summative, Comparative) LCU composite mean at or above nationwide mean. (Target= $\mu_{LCU} \geq \mu_{nationwide}$)	AY2022-23: $\mu_{nationwide} = 148.8$ μ_{LCU} (MKT, N=7) = 151.0 < 148.8; target met. ----- Two year (AY2021-23) weighted mean for which the current version of the MFT in Business has been in force: MKT (N=9): 151.0 = 148.8; target met.	The scores for the Marketing emphasis are much improved over the scores posted for the last version MFT (4MMF), which were cumulatively 143.8 over the period AY2016-21 (N=20), well below the nationwide mean of 149.4. Although assessment indicator means across versions are not strictly comparable, percentile ranks for AY2021-23 are improved across all indicators vs. AY2016-21. For AY2021-23, only 2 assessment indicators fell short of nationwide means: Quantitative Business Analysis and Information Systems.	Positive result; no action. Addition of BUA 2320 Introduction to Data Analytics (effective Fall 2022) may help support the QBA area.	<p style="text-align: center;">MFT Composite Mean Major=Business Administration (Marketing emphasis)</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Mean Score (Major=BADM/MKT)</th> <th>Achievement Target</th> </tr> </thead> <tbody> <tr> <td>AY2021-22</td> <td>151.0</td> <td>148.8</td> </tr> <tr> <td>AY2022-23</td> <td>151.0</td> <td>148.8</td> </tr> <tr> <td>AY2021-23*</td> <td>151.0</td> <td>148.8</td> </tr> </tbody> </table>	Year	Mean Score (Major=BADM/MKT)	Achievement Target	AY2021-22	151.0	148.8	AY2022-23	151.0	148.8	AY2021-23*	151.0	148.8
Year	Mean Score (Major=BADM/MKT)	Achievement Target															
AY2021-22	151.0	148.8															
AY2022-23	151.0	148.8															
AY2021-23*	151.0	148.8															
2. Functional Area Focus Students will demonstrate knowledge of the core principles in a selected specific functional area of Business Administration: International Issues	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= $\mu_{LCU} \geq \mu_{nationwide}$)	AY2022-23: $\mu_{nationwide} = 44.6$ μ_{LCU} (BADM/MKT, N=7) = 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/MKT (N=9): 48.0 > 44.6; target met.	The scores for the Marketing emphasis are vastly improved over the scores posted for the last version MFT (4MMF), which were cumulatively 31.6 over the period AY2016-21 (N=20), well below the nationwide mean of 39.5 and in just the 6th percentile.	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 style="text-align: center;">MFT Assessment Indicator 9-International Issues Major=Business Administration (Marketing emphasis)</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Mean Percent Correct (Major=BADM/MKT)</th> <th>Achievement Target</th> </tr> </thead> <tbody> <tr> <td>AY2021-22</td> <td>55</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>48.0</td> <td>44.6</td> </tr> </tbody> </table>	Year	Mean Percent Correct (Major=BADM/MKT)	Achievement Target	AY2021-22	55	44.6	AY2022-23	46	44.6	AY2021-23*	48.0	44.6
Year	Mean Percent Correct (Major=BADM/MKT)	Achievement Target															
AY2021-22	55	44.6															
AY2022-23	46	44.6															
AY2021-23*	48.0	44.6															
3. Functional Area Focus II-Marketing Students will demonstrate knowledge of the core principles in a selected specific functional area of Business Administration: Marketing.	ETS Major Field Test in Business - Assessment Indicator 6: Marketing. (Direct, External, Summative, Comparative) LCU Marketing AI mean at or above nationwide mean + 1 standard deviation. (Target= $\mu_{LCU} \geq \mu_{nationwide} + \sigma$)	AY2022-23: $\mu_{nationwide} + \sigma = 52.0 + 7.4 = 59.4$ μ_{LCU} (BADM/MKT, N=7) = 56.0 < 59.4; target not met. ----- Two year (AY2021-23) mean for which the current version of the MFT in Business has been in force (Form 4QMF): BADM/MKT (N=9): 55.6 < 59.4; target not met.	Although target was not met, Marketing emphasis majors have exhibited considerable improvement. Compare cumulative results: AY2021-23 (Test Form 4QMF) N=9, mean=55.6 > nationwide mean= 52.0 vs. AY2016-21 (Test From 4MMF), N=20, mean =31.6 < nationwide mean=39.5	Current Marketing emphasis relies heavily on supporting disciplines Communications and Digital Media Applications. Needs more traditional marketing course offerings. School of Business is currently searching (Fall 2023) for an additional faculty member with marketing credentials to buttress the marketing emphasis (with goal of converting it to a stand alone major).	<p style="text-align: center;">MFT Assessment Indicator 6-Marketing Major=Business Administration (Marketing emphasis)</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Mean Percent Correct (Major=BADM/MKT)</th> <th>Achievement Target</th> </tr> </thead> <tbody> <tr> <td>AY2021-22</td> <td>54</td> <td>59.2</td> </tr> <tr> <td>AY2022-23</td> <td>56</td> <td>59.2</td> </tr> <tr> <td>AY2021-23*</td> <td>55.6</td> <td>59.2</td> </tr> </tbody> </table>	Year	Mean Percent Correct (Major=BADM/MKT)	Achievement Target	AY2021-22	54	59.2	AY2022-23	56	59.2	AY2021-23*	55.6	59.2
Year	Mean Percent Correct (Major=BADM/MKT)	Achievement Target															
AY2021-22	54	59.2															
AY2022-23	56	59.2															
AY2021-23*	55.6	59.2															

*Two year weighted mean for which the current version of the MFT in Business has been in force (Form 4QMF, effective Fall 2021).

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