		N	leasurement and Analysis of Studen	t Learning and Performance	
Analysis of Results , AY2022-23					
Student Learning	Assessment Instrument/	Results	Analysis	Actions	Trends
Outcome (SLO)	Achievement Target				
		Program: Bachelor of Bu	siness Administration (B.B.A.)Majo	or in Business Administration, Marketing	Emphasis
Common Body of	ETS Major Field Test in Business-	AY2022-23:	The scores for the Marketing emphasis	Positive result; no action. Addition of BUA	
nowledge	-	$\mu_{\text{nationwide}} = 148.8$	are much improved over the scores	2320 Introduction to Data Analytics (effective	MFT Composite Mean
tudents will	Composite score.	Hattoriwide	posted for the last version MFT (4MMF),	Fall 2022) may help support the QBA area.	160.0 Major=Business Administration
emonstrate	(Direct, External, Summative,	μ _{LCU} (MKT, N=7) = 151.0 < 148.8;	which were cumulatively 143.8 over the		(Marketing emphasis)
nowledge of the core	Comparative)	target met.	period AY2016-21 (N=20), well below the		155.0
rinciples of the major			nationwide mean of 149.4. Although		151.0 151.0 151.0
unctional areas of		Two year (AY2021-23) weighted mean	assessment indicator means across		148.8
usiness	LCU composite mean at or	for which the current version of the	versions are not strictly comparable,		145.0
dministration.	above nationwide mean.	MFT in Business has been in force:	percentile ranks for AY2021-23 are		
	(Target= $\mu_{LCU} \ge \mu_{nationwide}$)	MKT (N=9): 151.0 = 148.8; target met.	improved across all indicators vs. AY2016-		140.0
			21. For AY2021-23, only 2 assessment		AY2021-22 AY2022-23 AY2021-23* Mean Score (Major=BADM/MKT) ——Achievement Target
			indicators fell short of nationwide means:		ivicali Score (wajor-bazivi/ivikt) ——Achievement raiget
			Quantitative Business Analysis and		
			Information Systems.		
. Functional Area ocus tudents will emonstrate	ETS Major Field Test in Business Assessment Indicator 9: International Issues.	$\mu_{\text{nationwide}} = 44.6$ $\mu_{\text{LCU}}(\text{BADM/MKT, N=7}) = 46.0 > 44.6;$	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	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	MFT Assessment Indicator 9-International Issues Major=Business Administration (Marketing emphasis)
nowledge of the core	(Direct, External, Summative,	target met.	period AY2016-21 (N=20), well below the	forward. Continue monitoring.	55
orinciples in a selected	Comparative)		nationwide mean of 39.5 and in just the		60
pecific functional area		Two year (AY2021-23) mean for which	6th percentile.		44.6
of Business	LCU Assessment Indicator	the current version of the MFT in			40
Administration:	(AI)=International issues mean	Business has been in force (Form			20
International Issues	at or above nationwide AI mean.	4QMF):			AY2021-22 AY2022-23 AY2021-23* Mean Percent Correct (Major=BADM/MKT) ——Achievement Target
nternational issues	(Target- u > u	BADM/MKT (N=9): 48.0 > 44.6; target			Weath Percent Correct (Wajor-BADW/WKT)
nternational issues	(Target= $\mu_{LCU} \ge \mu_{nationwide}$)	B/15/17/17/17/17 (14-5): 40.0 > 44.0, target			
nternational issues	(Tanget – μ _{LCU} ≥ μ _{nationwide})	met.			**
nternational issues	(Taiget – μ _{LCU} ≤ μ _{nationwide})				*Two year weighted mean for which the current version of the MFT in Business
		met.	Although target was not met. Marketing	Current Marketing emphasis relies heavily on	*Two year weighted mean for which the current version of the MFT in Business been in force (Form 4QMF, effective Fall 2021).
3. Functional Area	ETS Major Field Test in Business-	met. AY2022-23:	Although target was not met, Marketing emphasis majors have exhibited	Current Marketing emphasis relies heavily on supporting disciplines Communications and	, ,
3. Functional Area		met.	Although target was not met, Marketing emphasis majors have exhibited considerable improvement. Compare	Current Marketing emphasis relies heavily on supporting disciplines Communications and Digital Media Applications. Needs more	been in force (Form 4QMF, effective Fall 2021). MFT Assessment Indicator 6-Marketing Major=Business Administration
3. Functional Area Focus II-Marketing	ETS Major Field Test in Business-	met. AY2022-23: $\mu_{nationwide} + \sigma = 52.0 + 7.4 = 59.4$	emphasis majors have exhibited	supporting disciplines Communications and	been in force (Form 4QMF, effective Fall 2021). MFT Assessment Indicator 6-Marketing
i. Functional Area ocus II-Marketing tudents will lemonstrate	ETS Major Field Test in Business Assessment Indicator 6:	met.	emphasis majors have exhibited considerable improvement. Compare	supporting disciplines Communications and Digital Media Applications. Needs more	been in force (Form 4QMF, effective Fall 2021). MFT Assessment Indicator 6-Marketing Major=Business Administration (Marketing emphasis)
i. Functional Area ocus II-Marketing tudents will lemonstrate nowledge of the core	ETS Major Field Test in Business Assessment Indicator 6: Marketing.	met. AY2022-23: $\mu_{nationwide} + \sigma = 52.0 + 7.4 = 59.4$	emphasis majors have exhibited considerable improvement. Compare cumulative results:	supporting disciplines Communications and Digital Media Applications. Needs more traditonal marketing course offerings. School	been in force (Form 4QMF, effective Fall 2021). MFT Assessment Indicator 6-Marketing Major=Business Administration
E. Functional Area ocus II-Marketing tudents will lemonstrate nowledge of the core vinciples in a selected	ETS Major Field Test in Business Assessment Indicator 6: Marketing. (Direct, External, Summative,	met.	emphasis majors have exhibited considerable improvement. Compare cumulative results: AY2021-23 (Test Form 4QMF) N=9,	supporting disciplines Communications and Digital Media Applications. Needs more traditonal marketing course offerings. School of Business is currently searching (Fall 2023)	been in force (Form 4QMF, effective Fall 2021). MFT Assessment Indicator 6-Marketing Major=Business Administration (Marketing emphasis)
5. Functional Area Focus II-Marketing Students will	ETS Major Field Test in Business Assessment Indicator 6: Marketing. (Direct, External, Summative,	met. AY2022-23: $\mu_{nationwide} + \sigma = 52.0 + 7.4 = 59.4$ $\mu_{LCU} (BADM/MKT, N=7) = 56.0 < 59.4; target not met$	emphasis majors have exhibited considerable improvement. Compare cumulative results: AY2021-23 (Test Form 4QMF) N=9,	supporting disciplines Communications and Digital Media Applications. Needs more traditonal marketing course offerings. School of Business is currently searching (Fall 2023) for an additional faculty member with	been in force (Form 4QMF, effective Fall 2021). MFT Assessment Indicator 6-Marketing Major=Business Administration (Marketing emphasis) 60 54 56 55.6 55.6 59.2
B. Functional Area Focus II-Marketing Students will Idemonstrate Snowledge of the core orinciples in a selected pecific functional area	ETS Major Field Test in Business Assessment Indicator 6: Marketing. (Direct, External, Summative, Comparative)	met. $ Ay2022-23: \\ \mu_{nationwide} + \sigma = 52.0 + 7.4 = 59.4 \\ \mu_{LCU} (BADM/MKT, N=7) = 56.0 < 59.4; \\ target not met. \\$	emphasis majors have exhibited considerable improvement. Compare cumulative results: AY2021-23 (Test Form 4QMF) N=9, mean=55.6 > nationwide mean= 52.0 vs.	supporting disciplines Communications and Digital Media Applications. Needs more traditonal marketing course offerings. School of Business is currently searching (Fall 2023) for an additional faculty member with marketing credentials to buttress the	been in force (Form 4QMF, effective Fall 2021). MFT Assessment Indicator 6-Marketing Major=Business Administration (Marketing emphasis) 60 54 56 55.6 59.2
. Functional Area ocus II-Marketing tudents will emonstrate nowledge of the core rinciples in a selected pecific functional area f Business dministration:	ETS Major Field Test in Business Assessment Indicator 6: Marketing. (Direct, External, Summative, Comparative) LCU Marketing AI mean at or	met. AY2022-23: $\mu_{nationwide} + \sigma = 52.0 + 7.4 = 59.4$ $\mu_{LCU} (BADM/MKT, N=7) = 56.0 < 59.4;$ target not met. Two year (AY2021-23) mean for which	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,	supporting disciplines Communications and Digital Media Applications. Needs more traditonal 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	been in force (Form 4QMF, effective Fall 2021). MFT Assessment Indicator 6-Marketing Major=Business Administration (Marketing emphasis) 60 54 56 55.6 55.6 59.2
E. Functional Area ocus II-Marketing tudents will lemonstrate nowledge of the core vinciples in a selected pecific functional area if Business	ETS Major Field Test in Business Assessment Indicator 6: Marketing. (Direct, External, Summative, Comparative) LCU Marketing AI mean at or above nationwide mean + 1	met.	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,	supporting disciplines Communications and Digital Media Applications. Needs more traditonal 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	been in force (Form 4QMF, effective Fall 2021). MFT Assessment Indicator 6-Marketing Major=Business Administration (Marketing emphasis) 60 54 56 55.6 55.6 40 20