

College of Business and Aviation
Division of Management, Marketing, and
Business Administration Division
Student Learning Outcomes
2020-2022

Program Outcomes- General Business Administration
General Business majors will develop components of a business plan.
General Business majors will produce effective written and oral business communications.
General Business majors will apply concepts from the major areas of business.
General Business majors will apply decision-making/problem-solving techniques in a business context.
General Business majors will effectively contribute to a collaborative environment.
General Business majors will apply critical/creative thinking skills in a business context.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
GENERAL BUSINESS ADMINISTRATION – Business Plans			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% General Business majors will understand the components of a business plan.	Data was collected from MGT/MKT 370 and MGT 460.	In AY 2021-2022, 98% of General Business majors earned a B or better on their business plan projects. Compared to 100% in AY 2020-2021.	Faculty are considering evaluating more assignments to assess knowledge of business plan components.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
GENERAL BUSINESS ADMINISTRATION – Business Communications			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
75% of General Business majors will earn an average grade of B or better in assignments.	Assignments in MGT 499 that require students to produce reports, written & oral presentations.	In AY 2021-2022, 79% of General Business majors earned an average grade of B or better in assignments. Compared to 93% in AY 2020-2021.	Assessments were changed during AY 2021-2022. Faculty will monitor.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
GENERAL BUSINESS ADMINISTRATION – Business Concepts			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
75% of General Business majors will earn a B or better in projects that indicate they can apply concepts in the major areas of business.	Assignments in MGT 499.	In AY 2021-2022 79% of General Business majors earned a B or better in projects that indicated they could apply concepts in the major areas of business. Compared to 93.3% in AY 2020-2021.	One of the major assignments used to collect data is a team project. Faculty will consider using more individual assignments to determine knowledge of business concepts.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
GENERAL BUSINESS ADMINISTRATION – Decision Making			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% General Business majors will be proficient in decision making/problem solving techniques.	Assignments in MGT 499.	In AY 2021-2022 79% of General Business majors earned a B or better on projects that indicated they were proficient in problem solving/decision techniques. Compared to 93% in AY 2020-2021.	Faculty will assess whether this class is enough to assess decision making/problem solving techniques.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
GENERAL BUSINESS ADMINISTRATION – Collaborative Environment			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
75% of the General Business majors will earn an average grade of B or better in their group evaluations that indicate an effective contribution to a collaborative environment.	Group evaluations in MGT 499.	In AY 2021-2022 89.5% of General Business majors earned a B or better on group evaluations demonstrating the ability to work in an collaborative environment. Compared to 93.3% in AY 2020-2021.	Faculty will assess this outcome with assignments other than group evaluations.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
GENERAL BUSINESS ADMINISTRATION – Critical Thinking			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
75% of General Business majors will earn a B or better in assignments that indicate they applied critical/creative thinking skills in a business context.	Assignments in MGT 499.	In AY 2021-2022 79% of General Business majors earned a B or better in assignments that indicate they applied critical/creative thinking skills in a business context. Compared to 93.3% in AY 2020-2021.	Faculty will assess whether this class is enough to assess critical thinking skills.

Program Outcomes- Healthcare Administration
Healthcare Administration majors will be able to apply the functions of management: planning, organizing, controlling, and leading.
Healthcare Administration majors will be able to integrate theoretical concepts into functional areas of business in the healthcare industry.
Healthcare Administration majors will be able to apply effective decision making/problem solving techniques.
Healthcare Administration majors will demonstrate ability to work as a team member.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
HEALTHCARE ADMINISTRATION – Management Functions			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of the Healthcare Administration majors will earn a B or better in projects that indicated they can apply the functions of management: planning, organizing, controlling, and leading.	Assignments in HCA 495.	In AY 2021-2022 66% of the Health Care Administration majors earned a B or better in projects that indicated they could apply the functions of management. Compared to 54.4% in AY 2020-2021.	The data will be used to determine if course delivery needs to be restructured. Since this was the second year objectives were not met.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
HEALTHCARE ADMINISTRATION – Healthcare Integration			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of Healthcare Administration majors will earn a B or better in projects that indicated they understand the integration of the functional areas of business in the healthcare industry.	Assignments in HCA 302, HCA 335, and HCA 440	In AY 2021-2022 66.7% of Healthcare majors earned a B or better in projects that indicated they understand the integration of the functional areas of business in the Health Care industry. Compared to 54.4% in AY 2020-2021.	The data will be used to determine if course delivery needs to be restructured. Since this was the second year objectives were not met.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
HEALTHCARE ADMINISTRATION – Decision Making			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of the Healthcare Administration majors taking HCA 335 will earn a B or better in projects that indicated they applied the concepts of problem solving/decision techniques.	Assignments in HCA 335.	In AY 2021-2022 55% of the Health Care Administration majors earned a B or better in projects that indicated they could apply problem solving techniques Compared to 50% in AY 2020-2021.	The data will be used to determine if course delivery needs to be restructured. Since this was the second year objectives were not met.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
HEALTHCARE ADMINISTRATION – Collaborative Environment			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of Healthcare Administration majors will earn an average grade of B or better on their group evaluations demonstrating the ability to work as a team member.	Group evaluations in MGT 499.	In AY 2021-2022 100% of the Health Care Administration majors earned a B or better on their group evaluations Compared to 100% in AY 2020-2021.	Faculty will incorporate additional assignments to assess a collaborative environment.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) HEALTHCARE ADMINISTRATION – Critical/Creative Skills			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of the Healthcare Administration majors taking HCA 320 will earn a B or better in projects that indicated they are proficient in critical/creative thinking skills.	Assignments in HCA 320.	In AY 2021-2022 83% of Healthcare majors earned a B or better on projects demonstrating the ability to think creatively and critically. Compared to 100% in AY 2020-2021.	The data will be used to determine proficiency in the critical and creative thinking process. Also, faculty will review and revise, if needed, the measuring rubrics.

Program Outcomes- Management
Management majors will be able to apply the functions of management: planning, organizing, controlling, and leading.
Management majors will differentiate the various leadership styles.
Management majors will recognize the concepts in the major areas of business.
Management majors will critically evaluate a variety of business situations for decision making/problem solving purposes.
Management majors will demonstrate ability to work as a team member.
Management majors will be able to apply critical/creative thinking skills.
Management majors will be able to apply written and oral communication skills.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MANAGEMENT –Management Functions			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of Management majors will earn a B or better in projects that indicate they can apply the functions of management: planning, organizing, controlling, and leading.	Evaluation of assignments in MGT 475, 484, and 495.	In AY 2021-2022 81.6% of MGT majors were able to apply the functions of management: planning, organizing, controlling, and leading. Compared to 78% in AY 2020-2021.	Faculty are considering including a project that requires more comprehensive application of each of the functions of management.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MANAGEMENT – Leadership			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of Management majors will earn a B or better in projects that indicated they are knowledgeable of leadership styles.	Evaluation of assignments in MGT 305.	In AY 2021-2022 68.8% of MGT majors indicated they were knowledgeable of leadership styles. Compared to 85.7% in AY 2020-2021.	In 2022 faculty decided to change the MGT 305 class from Supervisory Management to Leadership to focus more on leadership in general and the various leadership styles, theories, and functions students will be better prepared to lead at any level in an organization.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MANAGEMENT – Business Concepts			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of Management majors will earn a B or better in projects that indicated they understood the concepts in the major areas of business.	Evaluation of assignments in MGT 499.	In AY 2021-2022 86.7% of MGT majors indicated they understood business concepts. Compared to 87.5% in AY 2020-2021.	Faculty are considering using additional classes to assess the different functions of management.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MANAGEMENT – Decision Making			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of Management majors will earn a B or better in projects that apply problem solving/decision techniques.	Evaluation of assignments in MGT 499.	In AY 2021-2022 86.7% of MGT majors successfully applied problem solving/decision techniques. Compared to 87.5% in AY 2020-2021.	Faculty are considering using additional classes to assess problem solving/decision techniques.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MANAGEMENT – Collaborative Environment			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of Management majors will earn an average grade of B or better on their group evaluations demonstrating the ability to work as a team member.	Group evaluations in MGT 499.	In AY 2021-2022 80% of the Management majors earned a B or better on their group evaluations Compared to 100% in AY 2020-2021.	Faculty will incorporate additional assignments to assess a collaborative environment.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MANAGEMENT – Critical/Creative Skills			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of Management majors will earn a B or better in projects that indicated they are proficient in critical/creative thinking skills.	Assignments in MGT 499	In AY 2021-2022 86.7% of Management majors earned a B or better on projects demonstrating the ability to think creatively and critically. Compared to 87.5% in AY 2020-2021.	The data will be used to determine proficiency in the critical and creative thinking process. Also, faculty will review and revise, if needed, the measuring rubrics.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MANAGEMENT – Business Communications			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of Management majors will earn an average grade of B or better in assignments indicating proficiency in business communication.	Assignments in MGT 484 & 499 that require students to produce reports, written & oral presentations.	In AY 2021-2022, 88.6% of MGT majors earned an average grade of B or better in assignments indicating proficiency in business communication. There is no comparison as this was a new learning outcome.	Assessments were changed during AY 2021-2022. Faculty will monitor.

Program Outcomes- Marketing

Marketing majors will be knowledgeable in quantitative research skills by demonstrating the ability to complete a research study.

Marketing majors will be able to create and understand the components of a marketing plan which involves analyzing the marketing environment and selecting target markets.

Marketing majors will be proficient in decision making, problem solving and critical thinking skills.

Marketing majors will be able to exhibit both excellent written and oral communication skills.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MARKETING – Quantitative Research

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of marketing majors will earn a B or better in projects that indicate they are proficient in quantitative research skills.	Assignments in MKT 388.	In AY 2021-2022 100% of Marketing majors indicated they were proficient in quantitative research skills. Compared to 83% in AY 2020-2021.	Faculty are considering adding cross tabulations and reliability analysis as required quantitative assignments.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MARKETING – Marketing Plan

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of marketing majors will earn a B or better in projects that indicate they can create a marketing plan.	Project in MKT 499.	In AY 2021-2022 92.9% of Marketing majors indicated they could create a marketing plan. Compared to 73.7% in AY 2020-2021.	The marketing plan assignments will be reviewed to ensure clear instructions are administered and to make sure there are multiple assignments for the marketing plan.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MARKETING – Marketing Plan			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of marketing majors will earn a B or better in projects that indicate they can create a marketing plan.	Project in MKT 499.	In AY 2021-2022 92.9% of Marketing majors indicated they could create a marketing plan. Compared to 73.7% in AY 2020-2021.	The marketing plan assignments will be reviewed to ensure clear instructions are administered and to make sure there are multiple assignments for the marketing plan.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MARKETING – Problem Solving and Critical Thinking Skills			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of Marketing majors will earn a B or better in projects that indicated they are proficient in problem solving and critical thinking skills.	Assignments in MGT 499	In AY 2021-2022 100% of Management majors earned a B or better on projects demonstrating the ability to think creatively and critically. Compared to 75% in AY 2020-2021.	The data will be used to determine proficiency in the critical and creative thinking process. Also, faculty will review and revise, if needed, the measuring rubrics.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)			
MARKETING –Communication			
Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of Marketing students will earn a B or better in projects that indicate they are proficient in professional selling techniques.	Assignments in MKT 321	In AY 2021-2022, 80% of MKT majors earned an average grade of B or better in assignments indicating proficiency in professional selling. Compared to 82% in 2020-2021.	Review rubric and or assess this outcome in other Marketing classes.

Program Outcomes- MBA/iMBA
MBA and iMBA majors will demonstrate the ability to perform professional research and analysis.
MBA and iMBA majors will understand the integration of the functional areas of business.
MBA and iMBA students will understand the concepts in the major areas of business.
MBA and iMBA students will be proficient in decision making/problem solving techniques.
MBA and iMBA majors will demonstrate ability to work as a team member.
MBA and iMBA students will be proficient in critical/creative thinking skills.

**MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA/iMBA – Business Research Analysis**

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of the MBA and iMBA majors will earn an average grade of B or better on their homework assignments in all graduate courses demonstrating the ability to perform professional research and analysis.	Assignments in MBA/iMBA courses.	In AY 2021-2022, 88.8% of MBA/iMBA majors earned a B or better on homework assignments, demonstrating the ability to perform professional research and analysis, compared to 64.4% in AY 2020-2021.	Based on these results changes to assignments in iMBA sections of MGT/CIS 601 will not be made at this time as those students who did not make a “B” or better were those who either did not submit assignments or received a “B” or better in the iMBA Financial Strategy Module. There will be no changes made to the homework assignments in MGT 620 and 655 at this time. MGT 660 assignments will be re-evaluated to ensure instructions were provided clearly since so many students failed to meet this objective.

**MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA/iMBA – Integration of Business Function Areas**

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of the MBA and iMBA majors will earn an average grade of B or better on their projects in all graduate courses indicating they understand the integration of the functional areas of business.	Assignments in MBA/iMBA courses.	In AY 2021-2022, 81.3% of MBA/iMBA majors earned a B or better on analysis projects indicating they understand the integration of the functional areas of business, compared to 67.1% in AY 2020-2021.	Based on these results changes to assignments in iMBA sections of MGT/CIS 601 will not be made at this time as those students who did not make a “B” or better were those who either did not submit assignments or received a “B” or better in the iMBA Financial Strategy Module. There will be no changes made to the homework assignments in MGT 620 and 655 at this time. MGT 660 assignments will be re-evaluated to ensure instructions were provided clearly since so many students failed to meet this objective.

**MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA/IMBA – Business Concepts**

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of the MBA and iMBA majors will earn an average grade of B or better in projects that indicated they understood the concepts in the major areas of business in all graduate courses.	Assignments in MBA/IMBA courses.	In AY 2021-2022, 100% of MBA/iMBA majors earned a B or better in projects that indicated they understood the concepts in the major areas of business, compared to 66.7% in AY 2020-2021.	Ensure students can detect how the assignments and projects relate to the major areas of business and how to apply the concepts.

**MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA/iMBA – Decision Making**

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of the MBA and iMBA majors will earn an average grade of B or better in projects that indicated they understood the concepts of problem solving/decision techniques in all graduate courses.	Assignments in MBA/iMBA courses.	In AY 2021-2022, 89.3% of MBA/iMBA majors earned a B or better in projects that indicated they were proficient in the concepts of problem solving/decision techniques, compared to 66.7% in AY 2020-2021.	Based on these results changes to assignments in iMBA sections of MGT/CIS 601 will not be made at this time as those students who did not make a “B” or better were those who either did not submit assignments or received a “B” or better in the iMBA Financial Strategy Module. There will be no changes made to the assignments in MGT 620 and 655 at this time. MGT 660 assignments will be re-evaluated to ensure instructions were provided clearly since so many students failed to meet this objective.

**MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA/iMBA – Collaborative Environment**

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of the MBA and iMBA majors will receive a favorable rating from their team members on their group evaluations demonstrating the ability to work as a team member in all graduate courses.	Assignments in MBA/iMBA courses.	In AY 2021-2022, 99.2% of MBA/iMBA majors earned a B or better on their group evaluations demonstrating the ability to work as a team member, compared to 98% in AY 2020-2021.	A new group evaluation survey instrument was developed and used in the iMBA General Business and Human Resources Management Emphasis Modules. The new instrument was designed to be better aligned with the objective stated above and to encourage more authentic responses.

**MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA/iMBA – Critical/Creative Thinking Skills**

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of the MBA and iMBA majors will earn an average grade of B or better in projects that indicated they are proficient in critical/creative thinking skills in all graduate courses.	Assignments in MBA/iMBA courses.	In AY 2021-2022, 88.8% of MBA/iMBA majors earned a B or better in projects that indicated that indicated they are proficient in critical/creative thinking skills, compared to 65.7% in AY 2020-2021.	Based on these results changes to assignments in iMBA sections of MGT/CIS 601 will not be made at this time as those students who did not make a “B” or better were those who either did not submit assignments or received a “B” or better in the iMBA Financial Strategy Module. There will be no changes made to the assignments in MGT 620 and 655 at this time. MGT 660 assignments will be re-evaluated to ensure instructions were provided clearly since so many students failed to meet this objective.