

## BBA Program Learning Outcomes Report Summary 2022

The following table summarizes the assessment of PLOs for the 2022 program for assessment cycle (year). This process is conducted regularly as part of the annual learning results assessments, which measure two or three PLOs for each program each year. This summary report is to be submitted to the EEC upon its completion.

<b>Program</b>	Bachelor of Business Administration (BBA)
<b>Assessment Period</b>	Summer 1 2021 to Spring 2 2022
<b>Program Learning Outcomes (PLOs)</b>	PLO 1: Apply management theory and principles in culturally diverse, global business contexts. PLO 6: Demonstrate the ability to evaluate and implement ethically sound legal decisions in dynamic business environments
<b>Closing the loop (from the last time these same PLOs were assessed)</b>	This is the first time PLOs 1 and 6 have been assessed for the BBA degree.
<b>Standards of Success</b>	<p>PLO 1: Artifact Proficiency Standard: Each artifact is considered to have met the proficiency standard if two out of the three categories of measurement achieve at least a “satisfactory” rating according to the artifact assessment rubric.</p> <p>Aggregate student scores equal to 80% for the International Expansion Proposal   Part 2 assignment for BUSN 450 as measured by the artifact assessment rubric.</p> <p>PLO 6: Artifact Proficiency Standard: Each artifact is considered to have met the proficiency standard if two out of the three categories of measurement achieve at least a “satisfactory” rating according to the artifact assessment rubric.</p> <p>Aggregate student scores equal to 80% for Business Law Case Analysis   Part 3 for BUSN 270 as measured by the artifact assessment rubric.</p>
<b>Evidence</b>	<p>PLO 1: International Expansion Proposal   Part 2 assignment for BUSN 450; Sample size - a sample of 18/18 artifacts.</p> <p>PLO 6: Business Law Case Analysis   Part 3 for BUSN 270; Sample size - a sample of 32/16 artifacts.</p>
<b>Assessment Tool</b>	<p>PLO 1: Direct assessment rubric for evaluating artifact; inter-rater reliability exercise completed. A satisfactory level equates to an 80% pass rate.</p> <p>PLO 6: Direct assessment rubric for evaluating artifact; inter-rater reliability exercise completed. A satisfactory level equates to an 80% pass rate.</p>
<b>Assessors</b>	Dr. Bradley Roh, Adjunct Instructor Dr. Dina Samora, Adjunct Instructor Dr. Denise Greaves, Adjunct Instructor (Tiebreaker)

	Mr. William Liesman, (Tiebreaker)
<b>Results</b>	<p>PLO 1: Based on the joint assessment scorecard, 10 out of 18 samples passed (56%). PLO 1 was not met.</p> <p>PLO 6: Based on the joint assessment scorecard, 15 out of 16 samples passed (94%). PLO 6 was met.</p>
<b>Discussion of Results</b>	<p>PLO 1: Apply management theory and principles in culturally diverse, global business contexts.</p> <p>Based on the results, the PLO was not met, but 56% of students demonstrated the ability to apply management theory and principles in culturally diverse, global business contexts.</p> <p>Students could not articulate and assess the political, economic, and cultural risks due to a lack of research. The excessive use of quotes, lack of support for ideas, and poor critical thinking skills were also noted.</p> <p>PLO 6: Demonstrate the ability to evaluate and implement ethically sound legal decisions in dynamic business environments.</p> <p>Based on the results, the PLO was met. Ninety-four percent (94%) of students demonstrated the ability to evaluate and implement ethically sound legal decisions in dynamic business environments</p>
<b>Proposed Changes</b>	<p>PLO 1: Develop a step-by-step video guide for researching and writing a country risk analysis. This includes detailed information for conducting research.</p> <p>PLO 6: None</p>
<b>Rationale for Proposed Changes</b>	PLO 1: Providing audio/video assignment instructions will support the various learning styles.
<b>Financial Resources Required</b>	PLO 1: \$32.00 per hour; 3 hours.
<b>Annual Learning Report Approved</b>	Approved by the Educational Effectiveness Committee on December 6, 2022
<b>Follow Up (Closing the Loop for PLOS assessed in previous assessment cycle)</b>	<p>PLO 2: Students are required to develop a shared organizational vision and communication plan. A sample communication will be added to the assignment resources. Proposed changes implemented SP 02, 2022</p> <p>PLO 5: Add a fully developed value chain analysis example. Proposed changes implemented SP 02, 2022</p>