

BBA Assessment Report (Fall 2016-Winter 2021)

Winter 2018

1.2 Written Communication (3 sections of MGT 331)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Content	4	13	33	74	124	3.43	86.3
Organization	4	10	22	88	124	3.56	88.7
Tone	2	12	26	84	124	3.55	88.7
Mechanics	20	17	55	32	124	2.67	70.2
References	0	3	17	104	124	3.81	97.6
Format	3	8	11	102	124	3.70	91.1

Fall 2020

1.1 Written Communication (3 sections of MGT 331)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Content	0	4	19	89	112	3.8	96%
Organization	3	5	29	75	112	3.6	93%
Tone	0	8	16	88	112	3.7	93%
Mechanics	14	20	33	45	112	3.0	70%
References	5	9	26	72	112	3.5	88%
Format	2	4	27	79	112	3.6	95%

Winter 2018

1.3 Oral Communication (3 sections of MGT 331)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Organization	0	1	5	111	117	3.94	99.15
Delivery	3	23	38	53	117	3.21	77.78
Content	0	0	12	105	117	3.90	100.00
Communication Aids	20	27	36	34	117	2.67	59.83
Nonverbals	33	45	21	18	117	2.16	33.33
Audience Interaction	0	11	43	63	117	3.44	90.60

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1.3 Oral Communication (3 sections of MGT 331)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Organization	4	11	27	70	112	3.5	87%
Delivery	0	8	16	88	112	3.7	93%
Content	0	0	1	111	112	4.0	100%
Communication Aids	10	6	14	82	112	3.5	86%
Nonverbals	6	9	31	66	112	3.4	87%
Audience Interaction	8	16	33	55	112	3.2	79%

Fall 2018

1.2 Information Literacy (13 sections of ECO 210)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Seeks information	50	111	166	128	455	2.8	64.62
Evaluates Information	35	124	185	111	455	2.8	65.05
Uses information	52	131	187	85	455	2.7	59.78
Sources information	34	128	192	101	455	2.8	64.40

Fall 2020

1.1 Information Literacy (15 sections of 210 and 12 sections of 211)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Seeks information	31	54	207	292	584	3.3	85%
Evaluates Information	26	121	200	237	584	3.1	75%
Uses information	38	134	198	214	584	3.0	71%
Sources information	53	130	182	219	584	3.0	69%

Winter 2018

4 Ethics Experiment

Economics Course

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	0	1	2	35	38	3.89	97.37
Identification of ethical issues	0	1	5	32	38	3.82	97.37
Stakeholder identification	0	1	5	32	38	3.82	97.37
Application of ethical theory/models	0	13	10	15	38	3.05	65.79
Personal Voice and Action	1	2	13	22	38	3.37	92.11

Marketing Course

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	0	3	8	29	40	3.65	93
Identification of ethical issues	0	5	13	22	40	3.43	88
Stakeholder identification	1	5	12	22	40	3.38	85
Application of ethical theory/models	0	8	16	16	40	3.2	80
Personal Voice and Action	0	6	18	16	40	3.25	85

Marketing SWS Course

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	0	0	3	22	25	3.88	100
Identification of ethical issues	0	1	5	19	25	3.72	96
Stakeholder identification	1	4	4	16	25	3.40	80
Application of ethical theory/models	0	6	13	6	25	3	76
Personal Voice and Action	0	5	12	8	25	3.12	80

Management Online Course

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	0	0	6	9	15	3.6	100
Identification of ethical issues	1	7	4	3	15	2.6	47
Stakeholder identification	2	4	7	2	15	2.6	60
Application of ethical theory/models	3	3	2	7	15	3.5	60
Personal Voice and Action	0	5	3	7	15	3.13	67

Management Adjunct

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	1	4	16	4	25	2.9	80
Identification of ethical issues	1	4	16	4	25	2.9	80
Stakeholder identification	1	4	16	4	25	2.9	80
Application of ethical theory/models	1	4	16	4	25	2.9	80
Personal Voice and Action	1	4	16	4	25	2.9	80

Management Course

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	0	5	22	7	34	3	88
Identification of ethical issues	0	4	23	7	34	3.1	88
Stakeholder identification	0	3	24	7	34	3.1	91
Application of ethical theory/models	0	5	23	6	34	3	88
Personal Voice and Action	0	3	24	7	34	3.1	91

Finance Adjunct

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	0	2	31	1	34	2.97	94%
Identification of ethical issues	0	21	7	6	34	2.56	38%
Stakeholder identification	1	18	10	5	34	2.56	44%
Application of ethical theory/models	3	23	4	4	34	2.26	24%
Personal Voice and Action	0	4	14	16	34	3.35	88%

Ethics overall (7 ethics courses across discipline, delivery method and instructors)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	1	15	88	107	211	3.4	92%
Identification of ethical issues	2	43	73	93	211	3.2	79%
Stakeholder identification	6	39	78	88	211	3.2	79%
Application of ethical theory/models	7	62	84	58	211	2.9	67%
Personal Voice and Action	2	29	100	80	211	3.2	85%

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Ethics Pilot

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	0	4	13	33	50	3.6	92%
Identification of ethical issues	0	2	20	28	50	3.5	96%
Stakeholder identification	1	23	13	13	50	2.8	52%
Application of ethical theory/models	3	12	23	12	50	2.9	70%
Personal Voice and Action	5	12	15	18	50	2.9	66%

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Goal 2: Functional Business Knowledge (ETS 6 sections of MGT 495)

Overall	Average Score	Standard Dev
496 Institutions (N = 69,017)	151.6	13.9
SCB (N = 236)	150	12
ACC (N = 41)	149	14.1
BUS ECO (N = 17)	155	12

Average % of test questions answered correctly

	ACC	ECO	MGT	Quantitative Business Analysis	FIN	MKT	Legal & Social Environment	Information Systems	International Issues
496 Institutions (N = 69,017)	43.1	40.4	61.4	33.9	43.3	50.5	46.7	51.3	39.8
SCB (N = 236)	43	41	64	35	43	51	47	48	39
ACC (N = 41)	51	42	58	33	47	45	43	43	38
BUS ECO (N = 17)	41	51	66	44	50	54	49	46	39

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Goal 2. Functional Business Knowledge (ETS in 7 sections of MGT 495)

Overall	Average Score	Standard Dev
524 Institutions (N = 120,781)	149.3	6.8
SCB (N = 254)	154	14
ACC (N = 37)	159	14
BUS ECO (N = 19)	158	11

Average % of test questions answered correctly

	ACC	ECO	MGT	Quantitative Business Analysis	FIN	MKT	Legal & Social Environment	Information Systems	International Issues
524 Institutions (N = 120,781)	43	40.2	61.2	34	43.1	50.4	46.7	51.3	39.7
SCB (N = 254)	46	43	66	37	48	54	49	53	38
ACC (N = 37)	52	45	70	40	51	58	49	57	41
BUS ECO (N = 19)	47	52	69	46	52	50	50	52	37

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Goal 3: Informed Decision Making

3.1 SWOT (criterion 1, 2 and 5) [3 sections of MGT 495]

3.2 Global (criterion 3 and 4)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Assesses external environment	6	15	72	19	112	2.9	81.25
Assesses internal environment	18	26	45	23	112	2.7	60.71
Identification of various aspects of a firm's global strategy	33	42	24	13	112	2.2	33.04
Identification of cultural factors in international settings using a cultural framework	112	0	0	0	112	1.0	0.00
Develops strategic options	6	27	64	15	112	2.8	70.54

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3.1 and 3.2 SWOT and Global (6 sections of MGT 495)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Assesses external environment	12	11	77	118	218	3.4	89%
Assesses internal environment	8	10	91	95	204	3.3	91%
Identification of various aspects of a firm's global strategy	14	13	82	113	222	3.3	88%
Identification of cultural factors in international settings using a cultural framework	72	22	42	81	217	2.6	57%
Develops strategic options	10	10	116	82	218	3.2	91%