

Business Administration: Management (BBA)**Mission**

The department of Business Administration/Management is to prepare students for professional schools and/or graduate studies, along with viable careers in business and management, in both profit and nonprofit institutions. Business majors graduate with leadership, decision-making, accountability and organizational skills.

Academic Year 2022-2023

Business Administration: Management (BBA) Learning Outcomes**PLO 1: Core Knowledge** MET

Upon completion, graduates with a bachelor's degree in Business Administration with a concentration in Management will be able to apply the strategic management process and concepts for organizational effectiveness and operational performance.

MEASURES	RESULTS	ACTIONS
SWOT Analysis (Non-SCP) Preparing an effective case analysis that are required SWOT Analysis concepts in using different industries. Presentation and report writing Direct - Other <i>Strategic Management and Business: MGMT 4388</i> Target To meet this outcome, at least eighty percent (80%) Score a minimum of 70% on the case study analysis scoring rubric as judged by the instructor. CPI Case Study IKEA .docx Discussion Rubrics.pdf	MET SWOT Analysis (Non-SCP)  0% 100% <i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i> Exceeded: 100% Met Total: 100% Not Met Total: Summary Preliminary Results (December 2022) There were eight students enrolled in the course. All 8 (100%) students exceeded the target by scoring above 70% on the assessment assignment. The target was met. Analysis Final Analysis (May 2023) 100% of students enrolled in the course scored above 70% on the assessment assignment. The assignment was evaluated using a rubric. In a review of the rubrics, students could write clearly, and the length of the work provided in-depth coverage of the topic. Although all students earned above 70%, some struggled with word selection and use.	Other - [Preliminary Action Plan for the Measure (December 2022)] COMPLETE Based on the preliminary results, the department has decided that no immediate action is needed. Additional discussions are forthcoming. An action plan will be determined after Spring 2023 results are collected and analyzed in May 2023. Recommended Due Date: 05/31/2023
SWOT Analysis (SCP) Preparing an effective case analysis that are required SWOT Analysis concepts in using different industries. Direct - Assignment	Summary Preliminary Results (December 2022) The course is currently being offered in spring 2023. The measure will be assessed after the semester concludes in May 2023.	Other - [Preliminary Action Plan for the Measure (December 2022)] COMPLETE Based on no preliminary results, no action is needed. An action plan will be determined after Spring 2023 results are collected and analyzed in May 2023.

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Strategic Management and Business: MGMT 4388 Target 70% of students will earn a 70% or better on the analysis assignment.	Analysis Preliminary Analysis (December 2022) The course is currently being offered in spring 2023. The measure will be assessed after the semester concludes in May 2023.	Recommended Due Date: 05/31/2023
Case Activity Assignment Each case is provided to each student group. Students are required to review and analyze the assigned case by using several concepts learned in the class, such as SWOT analysis, situational (external and internal) analysis, strategic formulation, and strategic implementation in different industries. Students write a report and present the assignment. Rubric is used for grading. Direct - Assignment Strategic Management and Business: MGMT 4388 Target To meet this outcome, at least eighty percent (80%) Score a minimum of 70% on the case activities assignment scoring rubric as judged by the instructor. Case Activity assignment.pdf Grading Rubric.pdf	MET Case Activity Assignment Exceeded Met Approached Not Met 0% 100% Exceeded: 50% Met: 30% Approached: 10% Not Met: 10% Met Total: 80% Not Met Total: 20% Summary There were ten students enrolled in the course. 5 of the 10 students exceeded the target (50%), 3 of the 10 students met the target (30%), 1 out of 10 students (10%), approached the target and 1 out of 10 students (10%) did not met the target. The target was met. Sample-Exceeded Target.pdf Sample-Not Met Target.pdf Analysis 80% of students enrolled in the course scored above 70% on the assessment assignment. The assignment was evaluated using a rubric. In a review of the rubrics, students could write clearly, and the length of the work provided in-depth coverage of the topic. Although 80% of students earned above 70%, some struggled with requirement coverage and writing organization. Final Analysis (May 2023) For the purposes of this assignment, a score of more than 80 or 90 meant that a student exceeded the target; a score of less than 80 or 70 meant that a student met the target; a score of 60 or more meant that a student approached the target, and a score of less than 60 meant that a student not met the target. Since in this class there are students are met and not met the target, the strengths and weaknesses of students who met and not	Other - [Other - [Other - [Final Action Plan for the Outcome (My 2023)]] COMPLETE Due to the current mission of the program, the department will maintain the outcome for the 2023-2024 academic year. Recommended Due Date: 05/31/2023

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	met the target are discussed below. All four students performed well on organization, enthusiasm, and subject matter knowledge. Professors suggest that the reasons for this are that students had several weeks to prepare and were working closely with their professor with presenting the deliverables to the professor. Furthermore, students received a guidance for the interviewing with their selected businesses. The observed weakness for students in the "not met" category (20%) was the quality of writing paper, case analyzing skills, and lack of presentation skills. Professors suggest that these areas were a struggle because students did not have enough skills and practice about what good analysis and presentations are like. The paper demonstrated that student may not review the case paper provided by the instructor. Contents are not related to the case provided in the class. The criterion for success was exceeded using a rubric to evaluate it. Future goals have been set to further increase the average performance of our students on this project.	
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General Outcome Actions

ACTIONS
Maintain Assessment Strategy Final Action Plan This measure will be used in the 2023-2024 academic year.
Other - [Preliminary Action Plan for the Outcome (December 2022)] COMPLETE An action plan for the outcome of the 2022-2023 academic year is forthcoming; it will be completed in May 2023 once all data is collected and analyzed for the 2022-2023 academic year. Recommended Due Date: 05/31/2023

Conclusion

Preliminary Outcome Analysis (December 2022):

It is forthcoming; it will be completed in May 2023 once all data is collected and analyzed for the 2022-2023 academic year.

Final Outcome Analysis (May 2023)

The Outcome was met due to the one measure being met.

PLO 2: Critical Thinking and Reasoning NOT MET

Upon completion, graduates with a bachelor's degree in Business Administration with a concentration in Management will be able to apply the international business management concepts and practices in international business environments.

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MEASURES	RESULTS	ACTIONS
Chapter 8 - Test #3 (Non-SCP) The assessment assignment is a multiple choice quiz with questions related to the PLO. Direct - Exam (Certification/ Licensure) <i>Quality Management: MGMT 3355</i> Target To meet this outcome, at least eighty percent (80%) of students enrolled in the course will score a minimum of 70% on the assessment assignment. Chapter 8 Quiz Quiz Item Analysis Report-QM.csv	NOT MET Chapter 8 - Test #3 (Non-SCP) ■ Exceeded ■ Not Met  0% 100% <i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i> Exceeded: 67% Not Met: 33% Met Total: 67% Not Met Total: 33% Summary Preliminary Results (December 2022) There were six students enrolled in the course. 67% (4 out of 6) of students scored above 70% on the assessment assignment. 33% (2 out of 6) of students did not achieve 70%. Therefore, the target was not met. Test # 3 Chapter 8 Quiz Item Analysis Report-MGMT 3355.csv Analysis Preliminary Analysis (December 2022) 67% (4 of 6) students exceeded the target. 33% (2 out of 6) students did not meet the target. These students did not attempt to take the exam. In reviewing the analysis, the average score was 88%, and the highest score was 90%. Most students who took the exam had issues identifying types of teams related to quality and TQ.	Other - [Preliminary Action Plan for the Measure (December 2022)] COMPLETE Final Action Based on the preliminary results, the department has decided that no immediate action is needed. Additional discussions are forthcoming. An action plan will be determined after Spring 2023 results are collected and analyzed in May 2023. Recommended Due Date: 05/31/2023
Entrepreneurship Exam (SCP) The assessment assignment is a multiple choice quiz with questions related to the PLO. Direct - Exam (Course) <i>Entrepreneurship: MGMT 3377</i> Target 70% of students will achieve a score of 70% or better.	Summary Preliminary Results (December 2022) The course is currently being offered in spring 2023. The measure will be assessed after the semester concludes in May 2023. Analysis This course is currently in session. Therefore, there is no data to be assessed. The program was discontinued.	Other - [Preliminary Action] COMPLETE This course is in session. There is no data to analyze at this time. The course will end the first week in March. Therefore no action needs to be taken at this time. The program was discontinued. Recommended Due Date: 03/06/2023

Business Administration: Management (BBA)**Term Project- Observation of Local Business Operations**

For this individual project, students must observe the operations of a local business (for example, a café, restaurant, retail store, etc.). Present your determination as to how that business might operate more profitably by employing course concepts (applying at least 8-10 concepts). The term project submission should be at least 8-10 pages. The term project serves to incorporate course objectives and accomplish course outcomes. Students must display a mastery of course concepts, utilize tools taught, and present their analysis in a compelling, interesting manner.

Direct - Assignment

Production and Operations Management: MGMT 4344

Target

To meet this outcome, at least eighty percent (80%) Score a minimum of 70% on the case study analysis scoring rubric as judged by the instructor.

[Rubric-Term Project.pdf](#)

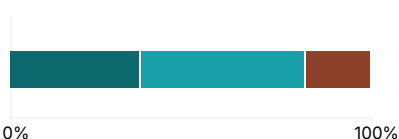
[Sample-exceeded targetpom.pdf](#)

[Term Project- Observation of Local Business Operations.pdf](#)

MET

Term Project- Observation of Local Business Operations

■ Exceeded ■ Met ■ Approached



Exceeded: 36%
Met: 45%
Approached: 18%

Met Total: 82%
Not Met Total: 18%

Summary

There were eleven students enrolled in the course. 4 of the 11 students exceeded the target (36%), 5 of the 11 students met the target (30%), and 2 out of 11 students (18%), approached the target. The target was met.

[Sample-Student Exceeded Target-R1.pdf](#)

[Sample-Student Not Met Target.pdf](#)

Analysis

Final Analysis (May 2023)

80% of students enrolled in the course scored above 70% on the assessment assignment. The assignment was evaluated using a rubric. In a review of the rubrics, students could write clearly, and the length of the work provided in-depth coverage of the topic. Although 80% of students earned above 70%, two students struggled with requirement coverage and writing organizations.

For the purposes of this assignment, a score of more than 80 or 90 meant that a student exceeded the target; a score of less than 80 or 70 meant that a student met the target; a score of 60 or more meant that a student approached the target, and a score of less than 60 meant that a student not met the target. Since in this class there are students are met and not met the target, the strengths and weaknesses of students who met and not met the target are discussed below.

All four students performed well on organization, enthusiasm, and subject matter knowledge. Professors suggest that the reasons for this are that students had several weeks to prepare and were working closely with their professor with presenting the deliverables to the professor. Furthermore, students received a guidance for the interviewing with their selected businesses.

Other - [Other - [Final Action Plan for the Outcome (May 2023)]]

COMPLETE

Due to the current mission of the program, the department will maintain the outcome for the 2023-2024 academic year.

Recommended Due Date: 05/31/2023

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	The observed weakness for students in the "not met" category (18%) was the quality of writing paper, research skills, and lack of presentation skills. Professors suggest that these areas were a struggle because students did not have enough skills and practice about what good interview and presentations are like. The papers did not demonstrate that the students have fully understood and applied concepts learned in the course. The criterion for success was exceeded using a rubric to evaluate. Future goals have been set to further increase the average performance of our students on this project.	
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General Outcome Actions

ACTIONS
Maintain Assessment Strategy Maintain Assessment strategy.
Other - [Preliminary Action Plan for the Outcome (December 2022)] Not Started An action plan for the outcome of the 2022-2023 academic year is forthcoming; it will be completed in May 2023 once all data is collected and analyzed for the 2022-2023 academic year.

Conclusion

Preliminary Outcome Analysis (December 2022): It is forthcoming; it will be completed in May 2023 once all data is collected and analyzed for the 2022-2023 academic year. Final Outcome Analysis (May 2023) The Outcome was not met due to the one measure not being met.

PLO 3: Communication Skills **MET**

Upon completion, graduates with a bachelor's degree in Business Administration with a concentration in Management will be able to apply business planning and marketing theories and frameworks.

MEASURES	RESULTS	ACTIONS
Case Study Analysis (Non-SCP) Case study analysis on the principles of Marketing contains (Situation analysis, marketing strategies, Action plans and contingency plans). Direct - Other <i>Principles of Marketing: MARK 3300</i> Target To meet this outcome, at least eighty percent (80%) of students score a minimum of 70%	Summary Preliminary Results (December 2022) The course is currently being offered in spring 2023. The measure will be assessed after the semester concludes in May 2023. Analysis Preliminary Analysis (December 2022) The course is currently being offered in spring 2023. The measure will be	Other - [Preliminary Action Plan for the Measure (December 2022)] COMPLETE Based on no preliminary results, no action is needed. An action plan will be determined after Spring 2023 results are collected and analyzed in May 2023. Recommended Due Date: 05/31/2023

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on the case study analysis scoring rubric as judged by the instructor. Marketing Strategy Analysis Rubric-PDF.pdf Term Marketing Project-Case Study Analysis.pdf	assessed after the semester concludes in May 2023.													
Case Study Analysis (SCP) Case study analysis on the principles of Marketing contains (Situation analysis, marketing strategies, Action plans and contingency plans). <i>Principles of Marketing: MARK 3300</i> Target To meet this outcome, at least eighty percent (80%) of the graduating seniors score at least 70% on the case study analysis scoring rubric as judged by the instructor.	Summary Preliminary Results (December 2022) The course is currently being offered in spring 2023. The measure will be assessed after the semester concludes in May 2023. Analysis Preliminary Analysis (December 2022) The course is currently being offered in spring 2023. The measure will be assessed after the semester concludes in May 2023. Final Analysis The program was discontinued.	Other - [Preliminary Action Plan for Measure (December 2022)] COMPLETE Based on no preliminary results, no action is needed. An action plan will be determined after Spring 2023 results are collected and analyzed in May 2023. Recommended Due Date: 05/31/2023												
International Business Planning Project Teams will be formed for various team activities (3 students per team). The purpose of this assignment is to provide the students with experience in analyzing a country's cultural/social/economic and political environment' The project begins with selection of a foreign country in which the group has some specific interest. Then, the team will select a product. In this project, the team should focus on consumer products rather than industrial goods so that the students will understand and offer more opportunities to focus on cultural adaptations. There are two criteria to select your product. First, the product should have obvious cultural overtones to provide a strong cultural impact to the project. Second, the product should be one that you know something about. Direct - Assignment <i>International Business: MGMT 4330</i> Target To meet this outcome, at least eighty percent (80%) Score a minimum of 70% on the case activities assignment scoring rubric as judged by the instructor. Sample-exceeded target.pdf Sample-not met target.pdf	MET International Business Planning Project ■ Exceeded ■ Met ■ Approached ■ Not Met  <table><tr><td>Exceeded:</td><td>62%</td></tr><tr><td>Met:</td><td>15%</td></tr><tr><td>Approached:</td><td>8%</td></tr><tr><td>Not Met:</td><td>15%</td></tr><tr><td>Met Total:</td><td>77%</td></tr><tr><td>Not Met Total:</td><td>23%</td></tr></table> Summary There were 13 students enrolled in the course. 8 of the 13 students exceeded the target (62%), 2 of the 13 students met the target (15%), 1 out of 13 students (8%), approached the target and 2 out of 13 students (15%) did not met the target. The target was met. Student Exceeded Target Sample.pptx Student Not Met Target Sample.pptx Analysis Final Analysis (May 2023) 80% of students enrolled in the course	Exceeded:	62%	Met:	15%	Approached:	8%	Not Met:	15%	Met Total:	77%	Not Met Total:	23%	Other - [Other- [Final Action Plan for the Outcome (May 2023)]] COMPLETE Due to the current mission of the program, the department will maintain the outcome for the 2023-2024 academic year. Recommended Due Date: 05/31/2023
Exceeded:	62%													
Met:	15%													
Approached:	8%													
Not Met:	15%													
Met Total:	77%													
Not Met Total:	23%													

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Team Written Assignment Rubric.pdf Term Project--International Business Plan Project.pdf	scored above 70% on the assessment assignment. The assignment was evaluated using a rubric. In a review of the rubrics, students could write clearly, and the length of the work provided in-depth coverage of the topic. Although 80% of students earned above 70%, three students struggled with requirement coverage and writing organizations. For the purposes of this assignment, a score of more than 80 or 90 meant that a student exceeded the target; a score of less than 80 or 70 meant that a student met the target; a score of 60 or more meant that a student approached the target, and a score of less than 60 meant that a student not met the target. Since in this class there are students are met and not met the target, the strengths and weaknesses of students who met and not met the target are discussed below. All eight students performed well on organization, enthusiasm, and subject matter knowledge. Professors suggest that the reasons for this are that students had several weeks to prepare and were allowed to choose topics of interest to them as well as working closely with their professor. The observed weakness for students in the "not met" category (23%) was the quality of the PowerPoint, research skills and lack of presentation skills. Professors suggest that these areas were a struggle because students did not have a good enough idea or enough practice about what good research and presentations are like. The criterion for success was exceeded using a rubric to evaluate. Future goals have been set to further increase the average performance of our students on this presentation.	
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General Outcome Actions

ACTIONS
Maintain Assessment Strategy Students engaged with the assignment. Maintain the assessment strategy.

Conclusion

Preliminary Outcome Analysis (December 2022): It is forthcoming; it will be completed in May 2023 once all data is collected and analyzed for the 2022-2023 academic year. Final Outcome Analysis (May 2023) The Outcome was met due to the one measure being met.

PLO 4: Ethical and Social Responsibility NOT MET

Upon successful completion of Business Law II, the graduates with a bachelor's degree in business administration with a concentration in Management will be able to demonstrate an understanding of the legal environment of Business. Apply the substantive laws and regulations to

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business transactions and communicate effectively using standard business and legal terminology.

MEASURES	RESULTS	ACTIONS										
Discussion Assignment Review the text for the week, the video lectures, and analyze the following: The Havana Club operated in Salt Lake City under a lease running to defendant Dale Bowen, who owned the equipment, furnishings, and inventory. He did not work in operating the club. He made an oral agreement with Frances Cutler, who had been working for him as a bartender, that she take over the management of the club. She was to have the authority and the responsibility for the entire active management and operation: to purchase the supplies, pay the bills, keep the books, hire, and fire employees, and do whatever else was necessary to run the business. As compensation, the arrangement was for a down-the-middle split; each was to receive \$300 per week plus one-half of the net profits. This went on for four years until the city took over the building for a redevelopment project. The city offered Bowen \$30,000 as compensation for loss of business while a new location was found for the club. Failing to find a suitable location, the parties decided to terminate the business. Bowen then contended he was entitled to the entire \$30,000 as the owner, Cutler being an employee only. She sued to recover half as a partner. What was the result? Decide and discuss. Your answer should be 250 words and your response to your classmates should be at least 150 words. Direct - Other <i>Business Statistics II: BUSI 3323</i> Target 80% of the students will achieve a score of 70% or better.	NOT MET Discussion Assignment ■ Exceeded ■ Met ■ Not Met  <table><tr><td>Exceeded:</td><td>50%</td></tr><tr><td>Met:</td><td>17%</td></tr><tr><td>Not Met:</td><td>33%</td></tr><tr><td>Met Total:</td><td>67%</td></tr><tr><td>Not Met Total:</td><td>33%</td></tr></table> Summary There were six students enrolled in the course. 3 of the 6 students exceeded the target (50%), 1 of the 6 students met the target (17%), and 2 of the 6 students (33%) did not meet the target. The target was not met. houstondemarius_5257_517102_CPI_bussi_ness_stats.docx Analysis The students who submitted the assignment did very well. They were able to follow the instructions to create the requested graphs and charts in Excel. The one student who met the target had some challenges with EXCEL and understanding the instructions. The professor of record explained the CPI assignment several times before the students began work.	Exceeded:	50%	Met:	17%	Not Met:	33%	Met Total:	67%	Not Met Total:	33%	Maintain Assessment Strategy Final Action The assessment strategy for this PLO will remain the same. The professor of record will begin explanation of the assignment on the first day of class. The professor will continue to encourage students to begin the assignment early in the semester for an opportunity to ask any questions before the due date.
Exceeded:	50%											
Met:	17%											
Not Met:	33%											
Met Total:	67%											
Not Met Total:	33%											

General Outcome Actions

ACTIONS
Maintain Assessment Strategy Final Action The assessment strategy for this PLO will remain the same. The professor of record will begin explanation of the assignment on the first day of class. The professor will continue to encourage students to begin the assignment early in the semester for an opportunity to ask any questions before the due date.

Conclusion

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For the 2022-2023 academic year, the outcome was not met due to the measure not being met.