

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 2023-2024

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										
<p>SWOT Analysis (Non-SCP)</p> <p>Preparing an effective case analysis that are required SWOT Analysis concepts in using different industries. Presentation and report writing</p> <p>Direct - Other</p> <p><i>Strategic Management and Business: MGMT 4388</i></p> <p>Target</p> <p>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.</p> <p>CPI Case Study IKEA .docx</p> <p>Discussion Rubrics.pdf</p>	<p>MET</p> <p>SWOT Analysis (Non-SCP)</p> <p>■ Exceeded ■ Met ■ Approached</p> <table border="1"> <tr> <td>Exceeded:</td> <td>60%</td> </tr> <tr> <td>Met:</td> <td>20%</td> </tr> <tr> <td>Approached:</td> <td>20%</td> </tr> <tr> <td>Met Total:</td> <td>80%</td> </tr> <tr> <td>Not Met Total:</td> <td>20%</td> </tr> </table> <p>Analysis</p> <p>Summary Preliminary Results (December 2023) There were ten students enrolled in the course. Six students exceeded the target by scoring above 70% on the assessment assignment. Two students met the target of 70% on the assessment assignment. The less of 2 students were not met.</p> <p>Analysis Final Analysis (May 2023) 80% of students enrolled in the course scored above 70% on the assessment assignment. 20% of students had not achieved the target, 70%. 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 majority of students earned above all 70%, some struggled with written skills and critical thinking skills.</p>	Exceeded:	60%	Met:	20%	Approached:	20%	Met Total:	80%	Not Met Total:	20%	<p>Other - [Based on the preliminary results, the department has decided that no immediate action is needed. Add]</p> <p>COMPLETE</p> <p>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 2024 results are collected and analyzed in May 2024.</p> <p>Recommended Due Date: 06/21/2024</p>
Exceeded:	60%											
Met:	20%											
Approached:	20%											
Met Total:	80%											
Not Met Total:	20%											
<p>Case Study</p> <p>Case Activity Assignment Each case is provided to each student group. Students are required to review and analyze</p>	<p>MET</p> <p>Case Study</p> <p>■ Exceeded</p>	<p>Maintain Assessment Strategy</p> <p>The measure will be used in the 2024-2025 academic year.</p>										

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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

Case Activity assignment.pdf
Grading Rubric.pdf

Direct - Other

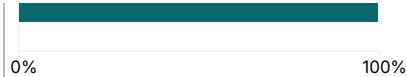
Strategic Management and Business: MGMT 4388

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.docx](#)

[Case Analysis Rubric.pdf](#)



0% 100%
*Values are not shown when too close to each other.
Click or use arrow keys to see details.*

Exceeded: 100%

Met Total: 100%

Not Met Total:

Analysis

Summary
There were ten students enrolled in the course. 10 of the 10 students exceeded the target (100%), The target was met.

Sample-Exceeded Target.pdf
Sample-Not Met Target.pdf

Analysis
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 100% of students earned above 70%, some struggled with requirement coverage, writing organization and presentation.

Final Analysis (May 2024)
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.



All ten 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 was the quality of writing paper 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.

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PLO 2: Critical Thinking and Reasoning **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.

MEASURES	RESULTS	ACTIONS								
<p>Chapter 8 - Test #3 (Non-SCP)</p> <p>The assessment assignment is a multiple choice quiz with questions related to the PLO.</p> <p>Direct - Exam (Certification/ Licensure)</p> <p><i>Quality Management: MGMT 3355</i></p> <p>Target</p> <p>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.</p> <p>Chapter 8 Quiz Quiz Item Analysis Report-QM.csv</p>	<p>MET</p> <p>Chapter 8 - Test #3 (Non-SCP)</p> <p>■ Exceeded ■ Approached</p>  <table border="1"> <tr> <td>Exceeded:</td> <td>89%</td> </tr> <tr> <td>Approached:</td> <td>11%</td> </tr> <tr> <td>Met Total:</td> <td>89%</td> </tr> <tr> <td>Not Met Total:</td> <td>11%</td> </tr> </table> <p>Analysis</p> <p>Summary</p> <p>Preliminary Results (December 2023) There were nine students enrolled in the course. 89% (8 out of 9) of students scored above 70% on the assessment assignment. 11% (1 out of 9) of students did not achieve 70%. Therefore, the target was met.</p> <p>Analysis Preliminary Analysis (December 2023) 89% (8 out of 9) of students scored above 70% on the assessment assignment. 11% (1 out of 9) of students did not achieve 70%. The student did not attempt to take the test. In reviewing the analysis, the average score was 84%, and the highest score was 93%. Most students who took the test had issues identifying types of teams related to quality and Total Quality.</p>	Exceeded:	89%	Approached:	11%	Met Total:	89%	Not Met Total:	11%	<p>Maintain Assessment Strategy</p> <p>An action plan for the outcome of the 2023-2024 academic year is forthcoming; it will be completed in May 2024 once all data is collected and analyzed for the 2023-2024 academic year</p>
Exceeded:	89%									
Approached:	11%									
Met Total:	89%									
Not Met Total:	11%									
<p>Term Project- Observation of Local Business Operations</p> <p>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</p>	<p>NOT MET</p> <p>Term Project- Observation of Local Business Operations</p> <p>■ Exceeded ■ Met ■ Approached ■ Not Met</p> 	<p>Maintain Assessment Strategy</p> <p>Maintain Assessment strategy.</p> <p>An action plan for the outcome of the 2023-2024 academic year is forthcoming; it will be completed in May 2024 once all data is collected and analyzed for the 2023-2024 academic year</p>								

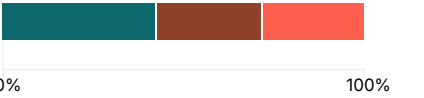
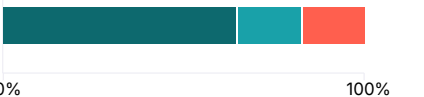
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<p>submission should be at least 8-10 pages. The term project serves to incorporate course objectives and accomplish course outcomes. Students must display a mastery of course concepts, utilize tools taught, and present their analysis in a compelling, interesting manner.</p> <p>Direct - Assignment</p> <p><i>Production and Operations Management: MGMT 4344</i></p> <p>Target</p> <p>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.</p> <p>Rubric-Term Project.pdf</p> <p>Sample-exceeded targetpom.pdf</p> <p>Term Project- Observation of Local Business Operations.pdf</p>	<table border="0"> <tr> <td>Exceeded:</td> <td>23%</td> </tr> <tr> <td>Met:</td> <td>15%</td> </tr> <tr> <td>Approached:</td> <td>46%</td> </tr> <tr> <td>Not Met:</td> <td>15%</td> </tr> <tr> <td>Met Total:</td> <td>38%</td> </tr> <tr> <td>Not Met Total:</td> <td>62%</td> </tr> </table> <p>Analysis</p> <p>Summary</p> <p>There were thirteen students enrolled in the course. 3 of the 13 students exceeded the target (23%), 2 of the 13 students met the target (15%), and 6 out of 13 students (46%), approached the target. And 2 out of 13 students (15%) are not met the target. The target was not met.</p> <p>Final Analysis (May 2024)</p> <p>80% of students enrolled in the course scored above 70% on the assessment assignment.</p> <p>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.</p> <p>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.</p> <p>All three 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.</p> <p>Furthermore, students received a guidance for the interviewing with their selected businesses.</p> <p>The observed weakness for students in the "not met" category (15%) 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.</p>	Exceeded:	23%	Met:	15%	Approached:	46%	Not Met:	15%	Met Total:	38%	Not Met Total:	62%	
Exceeded:	23%													
Met:	15%													
Approached:	46%													
Not Met:	15%													
Met Total:	38%													
Not Met Total:	62%													

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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										
<p>Case Study Analysis (Non-SCP)</p> <p>Case study analysis on the principles of Marketing contains (Situation analysis, marketing strategies, Action plans and contingency plans).</p> <p>Direct - Other</p> <p><i>Principles of Marketing: MARK 3300</i></p> <p>Target</p> <p>To meet this outcome, at least eighty percent (80%) of students score a minimum of 70% on the case study analysis scoring rubric as judged by the instructor.</p> <p>Marketing Strategy Analysis Rubric-PDF.pdf</p> <p>Term Marketing Project-Case Study Analysis.pdf</p>	<p>NOT MET</p> <p>Case Study Analysis (Non-SCP)</p> <p>■ Exceeded ■ Approached ■ Not Met</p>  <table border="1"> <tr> <td>Exceeded:</td> <td>43%</td> </tr> <tr> <td>Approached:</td> <td>29%</td> </tr> <tr> <td>Not Met:</td> <td>28%</td> </tr> <tr> <td>Met Total:</td> <td>43%</td> </tr> <tr> <td>Not Met Total:</td> <td>57%</td> </tr> </table> <p>Analysis</p> <p>Summary Preliminary Results (December 2023). There were seven students enrolled in the course. 43% (3 out of 7) of students scored above 70% on the assessment assignment. 29% (2 out of 7) of students did not achieve 70%. And 29% (2 out of 7) of students were not met. Therefore, the target was not met.</p> <p>Analysis Preliminary Analysis (December 2023). 43% (3 out of 7) of students scored above 70% on the assessment assignment. 29% (2 out of 7) of students did not achieve 70%. And 29% (2 out of 7) of students were not met. These students did not attempt to complete the project. The assignment was evaluated by 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.</p>	Exceeded:	43%	Approached:	29%	Not Met:	28%	Met Total:	43%	Not Met Total:	57%	<p>Maintain Assessment Strategy</p> <p>Maintain Assessment Strategy.</p> <p>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 or check the draft paper and correct it before the due date.</p>
Exceeded:	43%											
Approached:	29%											
Not Met:	28%											
Met Total:	43%											
Not Met Total:	57%											
<p>International Business Planning Project</p> <p>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'</p> <p>The project begins with selection of a foreign</p>	<p>MET</p> <p>International Business Planning Project</p> <p>■ Exceeded ■ Met ■ Not Met</p>  <table border="1"> <tr> <td>Exceeded:</td> <td>65%</td> </tr> </table>	Exceeded:	65%	<p>Maintain Assessment Strategy</p> <p>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.</p>								
Exceeded:	65%											

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<p>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.</p> <p>Direct - Assignment</p> <p><i>International Business: MGMT 4330</i></p> <p>Target</p> <p>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.</p> <p>Sample-exceeded target.pdf</p> <p>Sample-not met target.pdf</p> <p>Team Written Assignment Rubric.pdf</p> <p>Term Project--International Business Plan Project.pdf</p>	<p>Met: 18%</p> <p>Not Met: 17%</p> <p>Met Total: 82%</p> <p>Not Met Total: 18%</p> <p>Analysis</p> <p>Summary There were seventeen students enrolled in the course. 11 of the 17 students exceeded the target (100%). 3 out of 17 students are met 70% of the target. And 3 out of 17 students were not met. Therefore, the target was met at 82%.</p> <p>Sample-Exceeded Target.pdf Sample-Not Met Target.pdf</p> <p>Analysis 82% of students enrolled in the course scored above 70% on the assessment assignment. 18% of students were approached the target. And 18% of the total students were not met the target. 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 82% of students earned above 70%, some struggled with requirement coverage, writing organization and presentation.</p> <p>Final Analysis (May 2024) 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.</p> <p>All eleven 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.</p> <p>The observed weakness for students was the quality of writing paper and 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.</p>
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General Outcome Actions

ACTIONS

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Maintain Assessment Strategy

Students engaged with the assignment. Maintain the assessment strategy.

Conclusion

Conclusion

Preliminary Outcome Analysis (December 2023): It is forthcoming; it will be completed in May 2024 once all data is collected and analyzed for the 2023-2024 academic year.


Final Outcome Analysis (May 2024) Preliminary The outcome was met due to the one measure being met.

PLO 4: Ethical and Social Responsibility

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

MEASURES	RESULTS	ACTIONS
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<p>Discussion Assignment</p> <p>Review the text for the week, the video lectures, and analyze the following:</p> <p>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.</p> <p>What was the result? Decide and discuss.</p> <p>Your answer should be 250 words and your response to your classmates should be at least 150 words.</p> <p>Direct - Other</p> <p><i>Business Statistics II: BUSI 3323</i></p> <p>Target</p> <p>80% of the students will achieve a score of 70% or better.</p>	<p>MET</p> <p>Discussion Assignment</p> <p>■ Exceeded ■ Not Met</p>  <p>0% 100%</p> <p><i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i></p> <table border="0"> <tr> <td>Exceeded:</td> <td>89%</td> </tr> <tr> <td>Not Met:</td> <td>11%</td> </tr> <tr> <td>Met Total:</td> <td>89%</td> </tr> <tr> <td>Not Met Total:</td> <td>11%</td> </tr> </table> <p>Analysis</p> <p>Summary Preliminary Results (December 2023). There were nine students enrolled in the course. 89% (8 out of 9) of students scored above 70% on the assessment assignment. 11% (1 out of 9) of students was not met. Therefore, the target was met.</p> <p>Analysis Preliminary Analysis (December 2023) 89% (8 out of 9) of students scored above 70% on the assessment assignment. 11% (1 out of 9) of students was not met. One of students who was not met did not attempt to complete the assignment. The assignment was evaluated by 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 89% of students earned above 70%, some struggled with word selection and use.</p>	Exceeded:	89%	Not Met:	11%	Met Total:	89%	Not Met Total:	11%	<p>Maintain Assessment Strategy</p> <p>This assignment will be continued to apply in the next academic year.</p>
Exceeded:	89%									
Not Met:	11%									
Met Total:	89%									
Not Met Total:	11%									