

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 2024-2025

Business Administration: Management (BBA) Learning Outcomes

PLO 1: Core Knowledge

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 Strategic Management and Business: MGMT 4388 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) Exceeded Approached Not Met 0%100% Exceeded:82% Approached:6% Not Met:12% Met Total:82% Not Met Total:18% Summary Summary Preliminary Results (December 2024): Fifteen students were enrolled in the course. Fourteen students exceeded the target by scoring above 70% on the assessment assignment. The remaining one student did not meet the target. The additional data and full data analysis for this assessment will be available at the end of the Spring 2024–2025 semester. Analysis Summary Results (May 2025): The assessment results from May 2025 indicate a strong overall performance among the students enrolled in the course. Out of seventeen students, fourteen (approximately 82%) surpassed the established benchmark by scoring above 70% on the assessment assignment, suggesting that the majority effectively grasped the course material and met the learning objectives. However, three students (18%) did not meet the target, highlighting a need for further support or instructional adjustments to address learning gaps. While the results demonstrate instructional effectiveness for most students, additional interventions may be beneficial to improve outcomes for those who underperformed.	Other - [Action Plan] Not Started For the next academic year, we will maintain the current aspects of the curriculum. However, to support the underperformed students who did not meet the target, a focused action plan will be implemented. This includes targeted remediation sessions through tutoring or review workshops, and access to tailored learning resources such as recorded lectures and practice exercises. Student progress will be monitored through follow-up assessments or quizzes, with timely feedback provided. Additionally, referrals to campus support services, such as writing centers or study skills workshops, will be made as needed to strengthen overall academic performance.

Conclusion

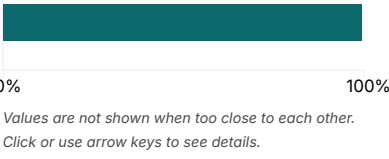
Strategic Management and Business

The assessment results from May 2025 indicate a strong overall outcome for the Strategic Management and Business course. Fourteen out of seventeen students (approximately 82%) exceeded the benchmark by scoring above 70% on the assessment assignment, demonstrating that the majority effectively understood the course content and met the intended learning outcomes. This suggests that the instructional approach and course structure were generally effective in promoting student achievement. However, three students (18%) did not meet the performance target, signaling the need for targeted academic support. These results highlight the importance of implementing strategies to assist underperforming students while continuing to reinforce the strengths of current instructional practices.

PLO 2: Critical Thinking and Reasoning

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
Chapter 8 - Test #3 (Non-SCP) The assessment assignment is a multiple choice quiz with questions related to the PLO. Direct - Exam (Certification/ Licensure) Quality Management: MGMT 3355 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-Q M.csv	MET Chapter 8 - Test #3 (Non-SCP) Exceeded Not Met 0% 100% Values are not shown when too close to each other. Click or use arrow keys to see details. Exceeded: 83% Not Met: 17% Met Total: 83% Not Met Total: 17% Summary Preliminary Results (December 2024): Twelve students were enrolled in the course. Ten students exceeded the target by scoring above 70% on the assessment assignment. The remaining two students did not meet the target. The additional data and full data analysis for this assessment will be available at the end of the Spring 2024–2025 semester. Analysis The assessment results from December 2024 show strong student performance overall. Out of twelve enrolled students, ten (approximately 83%) scored above 70%, exceeding the target and demonstrating a solid understanding of the course material. However, two students (17%) did not meet the benchmark, indicating a need for targeted academic support to address their	Other - [Action Plan] Not Started For the next academic year, we will maintain the current aspects of the curriculum. In order to support the unperformed students who did not meet the target, a short-term intervention plan will be implemented. This includes individual review sessions to identify areas of difficulty, targeted tutoring focused on weak concepts, and access to supplemental resources such as practice exercises and recorded lectures. Progress will be monitored through follow-up assessments, and students may be referred to academic support services for additional assistance if needed.

	learning gaps and improve future outcomes.	
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 <i>Production and Operations Management: MGMT 4344</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. 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  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: Grade distribution by Prof Spr 25.pdf Analysis The assessment results from May 2025 reflect outstanding student performance and instructional effectiveness. All fifteen students enrolled in the course exceeded the target by scoring above 70% on the assessment assignment, demonstrating full achievement of the learning objectives. This 100% success rate indicates that the course content, delivery, and assessment methods were well-aligned and effectively supported student learning. No immediate interventions are necessary, though continued efforts should focus on maintaining this high level of performance in future course offerings.	Other - [Action Plan] Not Started Although all students met or exceeded the target, an action plan can still be implemented to maintain and build upon this success. This includes continuing effective teaching strategies and assessment practices, incorporating student feedback to refine course delivery, and introducing opportunities for advanced learning or enrichment activities to further challenge high-performing students. Additionally, monitoring future performance trends and maintaining regular curriculum reviews will help ensure sustained success and continuous improvement.

Conclusion

Quality Management:
The assessment results from December 2024 show solid overall performance in the Quality Management course. Ten out of twelve students (approximately 83%) exceeded the target by scoring above 70%, indicating that most students had a strong understanding of the course content and that instruction was largely effective. However, the two students who did not meet the benchmark (17%) signal the need for targeted academic support. These results suggest that while the majority of students are successfully achieving the learning outcomes, a small group requires additional attention to bridge their learning gaps and ensure more consistent performance across the class.

Production and Operations Management:
The May 2025 results for the Production and Operations Management course demonstrate exceptional student achievement. All fifteen students enrolled in the course scored above 70%, resulting in a 100% success rate. This outcome reflects a high level of instructional quality and alignment between the course objectives, teaching methods, and assessment design. The consistent success across all students suggests strong engagement and mastery of the material. While no immediate corrective action is needed, efforts should continue to sustain this level of performance through regular course evaluation, effective teaching practices, and opportunities for enrichment to further challenge students.

PLO 3: Communication Skills

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.

Business Administration: Management (BBA)

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 Principles of Marketing: MARK 3300 Target 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. Marketing Strategy Analysis Rubric-PDF.pdf Term Marketing Project-Case Study Analysis.pdf	MET Case Study Analysis (Non-SCP) ExceededMetApproachedNot Met 0%100% Exceeded:62% Met:21% Approached:7% Not Met:10% Met Total:82% Not Met Total:18% Summary Preliminary Results (December 2024): Ten students were enrolled in the course. All ten students exceeded the target by scoring above 70% on the assessment assignment (100%). The additional data and full data analysis for this assessment will be available at the end of the Spring 2024–2025 semester. Analysis The assessment results from December 2024 indicate that a majority of students performed well, with 32 out of 39 (approximately 82%) meeting or exceeding the target by scoring above 70% on the assessment assignment. This suggests that the course content and instruction were generally effective in supporting student learning. However, seven students (18%) did not meet the target, highlighting a need to address learning gaps and ensure that all students have the support necessary to succeed.	Other - [Action Plan] Not Started For the next academic year, we will maintain the current aspects of the curriculum. To help the students who did not meet the target, a clear action plan will be put in place. This will include one-on-one meetings to understand their specific struggles, extra help through tutoring or review sessions, and access to helpful resources like practice questions and recorded lessons. Short follow-up quizzes or assignments will be given to track their progress. If needed, students will also be connected with campus support services such as tutoring centers or study skills workshops. This plan is designed to help these students catch up and continue improving the overall success of the course.
Analyzing the Impact of Global Trade Policies on International Business and Supply Chains In this project, students will explore the impact of international trade agreements, tariffs, and global trade organizations on business operations and supply chains. Students will choose one of the three topics below and develop a research-based analysis that connects theory to real-world business practices. Direct - Assignment International Business: MGMT 4330	Analyzing the Impact of Global Trade Policies on International Business and Supply Chains ExceededApproachedNot Met 0%100% Exceeded:85% Approached:11% Not Met:4% Met Total:85%	Other - [Action Plan] Not Started For the next academic year, we will maintain the current aspects of the curriculum. To help the students who need extra support, a simple action plan will be put in place. The three students who were close to meeting the target will get extra help through review sessions and clear feedback to improve their weak areas. They will also receive helpful materials like examples of good projects and practice activities. For the student who didn't finish the project, a one-on-one meeting will be held to understand why—whether it was due to personal issues, academic struggles,

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. Details CPI project --MGMT 4330.docx	Not Met Total: 15% Grade distribution by Prof Spr 25.pdf Analysis The assessment results show that most students did well in the course. Out of 27 students, 23 (about 85%) went beyond the target by completing the project with strong results. Three students were close to meeting the goal but need a bit more support to get there. One student did not complete the project, which is a serious concern and needs individual attention. Overall, the results suggest that the course was taught effectively and students were engaged, though a few students need extra help to succeed.	or time management. Based on their situation, the student may get support like tutoring, coaching, or more time to complete the work. The goal is to help every student succeed while keeping the course strong overall.
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Conclusion

Principle of Marketing Course:
The assessment results from December 2024 indicate strong overall student performance, with 32 out of 39 students (approximately 82%) scoring above 70% on the assessment assignment. This outcome reflects generally effective instruction and well-aligned course content. However, seven students (18%) did not meet the target, suggesting gaps in understanding or engagement for a portion of the class. These results highlight the need for targeted instructional support and intervention strategies to help underperforming students reach the desired learning outcomes.

International Business Course:
The assessment results also show a positive performance trend in the International Business course. Out of 27 students, 23 (about 85%) exceeded the target by completing the project with strong results, indicating that most students mastered the course material. Additionally, three students were approaching the target, suggesting a partial grasp of key concepts, while one student failed to complete the project. This failure indicates an individual case requiring immediate attention. Overall, the data suggests that the course was effectively taught, but additional academic support is needed for a small group of students to ensure equitable learning outcomes.

PLO 4: Ethical and Social Responsibility **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 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	MET Discussion Assignment ■ Exceeded  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 Summary Preliminary Results (December 2024):	Other - [Action Plan] IN PROGRESS While no immediate interventions are required, continued efforts should focus on maintaining this high level of performance. Instructors should review and preserve the effective teaching strategies and course structure that contributed to these results. it will be important to conduct a more in-depth analysis to identify specific strengths and opportunities for enhancement. To further challenge high-achieving students, optional enrichment activities or advanced content could be introduced. Regular feedback collection and periodic curriculum reviews will also help ensure continuous improvement and long-term instructional success.

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.	Twenty-one students were enrolled in the course. All twenty-one students exceeded the target by scoring above 70% on the assessment assignment (100%). The additional data and full data analysis for this assessment will be available at the end of the Spring 2024–2025 semester. Analysis The results demonstrate outstanding student achievement and instructional effectiveness. All 21 students enrolled in the course exceeded the target by scoring above 70% on the assessment assignment, resulting in a 100% success rate. This indicates that the course objectives, instructional methods, and assessment design were well-aligned and effectively supported student learning.	
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Conclusion

The results demonstrate outstanding student achievement and instructional effectiveness. All 21 students enrolled in the course exceeded the target by scoring above 70% on the assessment assignment, resulting in a 100% success rate. This indicates that the course objectives, instructional methods, and assessment design were well-aligned and effectively supported student learning. The consistency in performance across the entire class suggests a high level of engagement, comprehension, and instructional quality. These results reflect strong alignment between teaching practices and expected learning outcomes.