### Program: MSBA

<table>
<thead>
<tr>
<th>Measure</th>
<th>Benchmarks</th>
<th>2014/2015</th>
<th>2015/2016*</th>
<th>2016/2017*</th>
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</thead>
</table>
| ITM 6273: Faculty chose individual student assignment to assess using the department developed rubric. To assess advanced knowledge and skills, faculty chose an individual programming assignment. | 70% of students will meet expectations on overall rubric score. | Improvements: 1. Develop assessment tools - internally developed rubrics. | Assessments: Spring 2016 [n = 15]  
Overall Rubric Score: 95% met expectations  
Individual Rubric Traits:  
Trait 1: Conceptual Knowledge, 100%  
Trait 2: Business Application, 100%  
Trait 3: Info Systems Usage, 93%  
Trait 4: Big Data App, 87% | Improvements: 1. Modifications to tools used to assess outcome |
| MGMT 6165: Faculty chose individual student assignment to assess using the department developed rubric. | 70% of students will meet expectations on overall rubric score. | Improvements: 1. Develop assessment tools - internally developed rubrics. | Assessments: Spring 2016 [n = 30]  
Overall Rubric Score: 56% met expectations  
Individual Rubric Traits:  
Trait 1: Identify Decisions, 50%  
Trait 2: Build Models, 43%  
Trait 3: Spreadsheet Modeling, 70%  
Trait 4: Result Analysis, 60% | Improvements: 1. Modifications to tools used to assess outcome |
| **Learning Objective 1A**: Students who graduate will develop advanced knowledge and skills in using business analytics technology and applications. | | | | |
| **Learning Objective 2A**: Students who graduate will build expertise in quantitative methods and tools for business analytics. | | | | |
| **Learning Objective 3A**: Students who graduate will apply data analytics in making effective business decisions. | | | | |
| Course | Faculty chose individual student assignment to assess using the department developed rubric. | 70% of students will meet expectations on overall rubric score. | **Improvements:** 1. Develop assessment tools - internally developed rubrics. | **Assessments:** Spring 2017 (n = 16)  
Overall Rubric Score: 96% met expectations  
Individual Rubric Traits:  
Trait 1: Conceptual Knowledge, 100%  
Trait 2: App Development Ability, 94%  
Trait 3: Applying Data Analytics, 94%  
**Improvements:** 1. Reconsidered appropriate terms and courses for assessment of learning objective 3A to increase n-value of students assessed. |

- **Learning Objective 4A:** Students who graduate will apply effective written communication skills in conveying project ideas, activities, and findings.

| Course | Faculty chose individual student assignment to assess using the department developed rubric. | 70% of students will meet expectations on overall rubric score. | **Improvements:** 1. Develop assessment tools - internally developed rubrics. | **Assessments:** Spring 2017 (n = 16)  
Overall Rubric Score: 92% met expectations  
Individual Rubric Traits:  
Trait 1: Meaning & Develop, 100%  
Trait 2: Organization, 100%  
Trait 3: Language, 81%  
Trait 4: Conventions, 87%  
**Improvements:** 1. Reconsidered appropriate terms and courses for assessment of learning objective 4A to increase n-value of students assessed. |

**Footnotes:**  
*Totals may not add up to 100 due to rounding.*