



College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Quantitative Analysis
Spring 2016

BSBA
PLO 2; LO2A

BSBA Learning Goal 2: Students who graduate will be effective data driven decision makers.

Learning Objective:

LO2A: Students who graduate will understand and apply quantitative methods and tools in evaluating business problems.

Assessed Term: Spring 2016

Mapped Course: MGMT 3100 Online

Curriculum Alignment:

MGMT 3100: Decision Science (4 units) is a required core course for all students enrolled in the BSBA program. The course is a survey of statistical data analysis and management science models as they are applied for decision-making in organizations. Topics include: regression, correlation, forecasting models, linear programming applications, project management, and simulation and decision analysis. Emphasis on usage of appropriate technology and applications of quantitative models. Prerequisites include MATH 1810; STAT 2010 or 1000; PC Software Proficiency satisfied.

Participating Faculty: 1 Faculty member

Methods and Procedures:

Use of quantitative methods and tools were assessed using an assignment designed around the use of Excel and/or Access. All faculty members participating in assessment of learning objective agreed on a similar assignment from which to assess a sample.

The individual artifacts selected and used in the sample were determined through random selection, in order to prevent contaminating data through self-selection. Random selection will allow for a more accurate representation of the average student's proficiency levels on particular learning objectives. Random sampling also allows assessment personnel to reinforce the differences between grading an assignment and assessing proficiency levels of a particular skill.

Assessment Measurement Tool Used:

Faculty teaching the course mapped to the learning goal agreed to use the AAC&U Quantitative Literacy rubric. The faculty were informed of opportunities to modify and adjust the rubric to better fit CBE's program as they saw need for.

Status of Assessment: Completed.

Performance Targets:

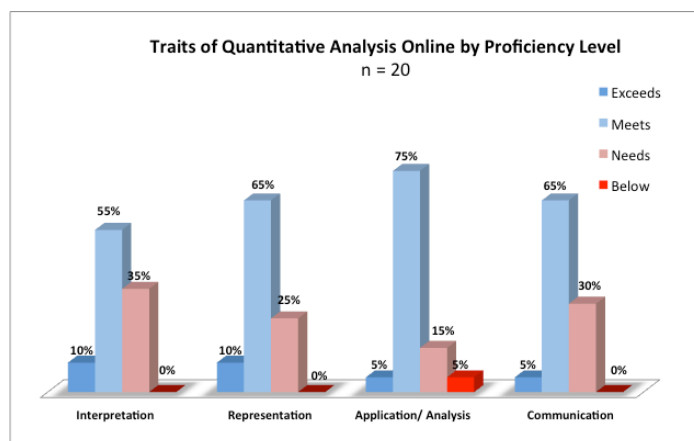
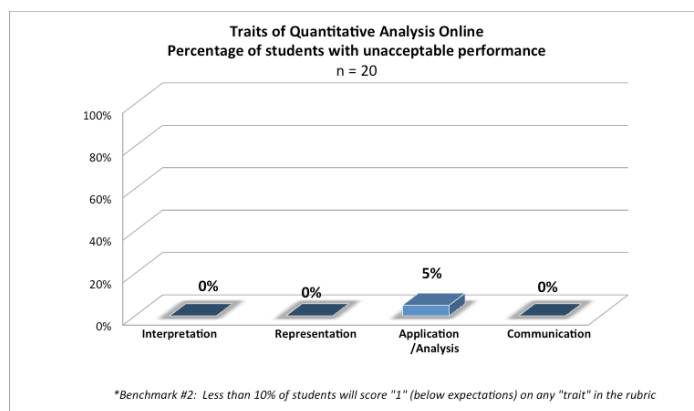
- 70% of students will meet or exceed expectations.
- Less than 10% of students will score "1" (below) on any "trait" in the rubric.

Data Summary & Analysis:

There are two targets set for this skill, (1) 70% of students will meet or exceed expectations; and (2) less than 10% of students will score “1” (below expectations) on any “trait” in the rubric. Overall, 75% of students met expectations on the learning objective.

N = 20	Trait 1	Trait 2	Trait 3	Trait 4
Meets Expectations	65%	75%	80%	70%
Does Not Meet Expectations	35%	25%	20%	30%
Total	100%	100%	100%	100%
Overall Score	75%			

Our second benchmark involves the individual components (aka “traits”) by which quantitative literacy is to be measured. These traits are outlined according to proficiency levels stated on the faculty-selected rubric used in the actual assessment. This second benchmark states that less than 10 percent of our students would score “below expectations” on any given trait.



[End of Report]