



## **College of Business & Economics**

### **Assurance of Learning**

Program Learning Objective (PLO): Advanced Knowledge & Skills  
Spring 2016

**MSBA**

**PLO1; LO1A**

**MSA Learning Goal 1:**

**Students who graduate will be effective users of technologies for decision-making.**

*(Learning goal statement was revised during 2015-2016 quarter-to-semester conversion process.)*

**CBE Learning Objective:**

Students who graduate will develop advanced knowledge and skills in using business analytics technology and applications.

*(Learning goal statement was revised during 2015-2016 quarter-to-semester conversion process.)*

**Mapped Course:**

ITM 6273

**Curriculum Alignment:**

Key technologies and applications for big data analytics. Topics include: distributed file systems, big data input/output, streaming technologies, techniques for parallel processing, and big data application development. Prerequisites: ITM 6015, MGMT 6015. Grading: A-F grading only.

**Participating Faculty:**

1 faculty member

**Methods & Procedures:**

Faculty chose individual student assignment to assess using the department developed rubric. To assess advanced knowledge and skills, faculty chose an individual programming assignment.

**Assessment Measurement Tool Used:**

Rubric developed by department.

**Artifact Used:**

Programming Assignment

**Artifacts Archived:**

Completed. Electronically archived.

**Status of Assessment:**

Completed.

**Performance Targets:**

70% of students will meet/exceed expectations.

*(See data analysis on following page.)*

## Data Summary & Analysis

### Overall Assessment Scores by Individual Trait:

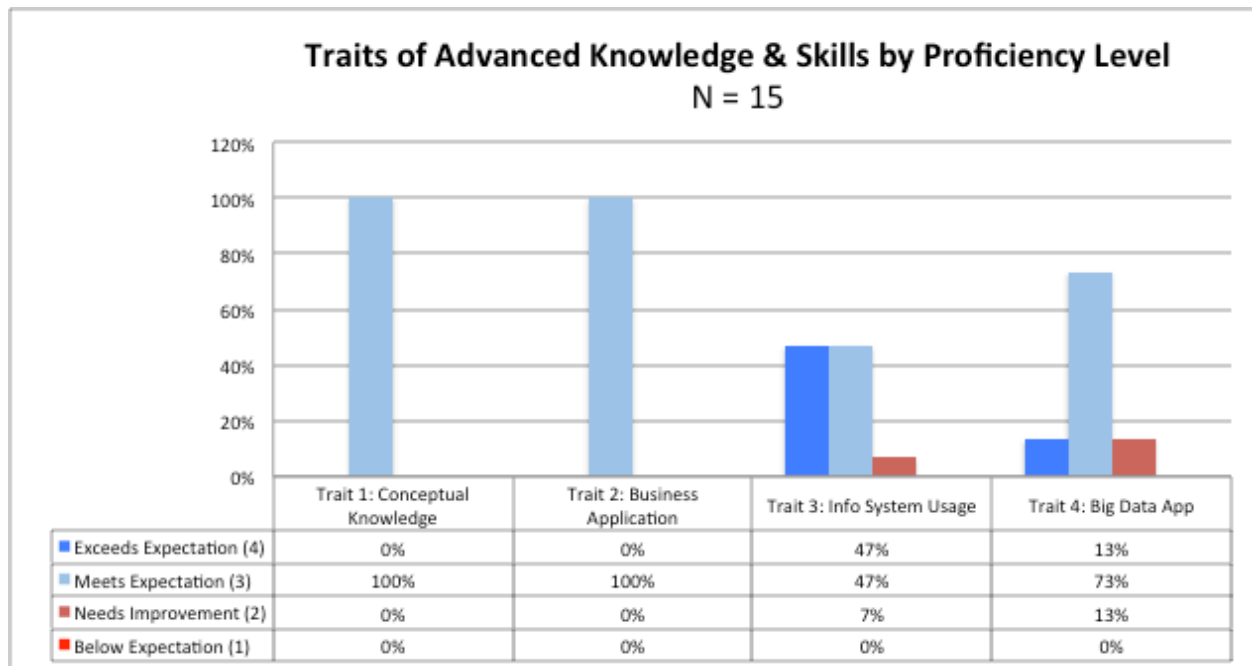
Assessed Traits n = 15	Meets Expectation*	Below Expectation**
Trait 1: Conceptual Knowledge	100%	0%
Trait 2: Business Application	100%	0%
Trait 3: Info System Usage	93%	7%
Trait 4: Big Data App	87%	13%

\* Meets expectations = Meets expectations + Exceeds expectations

\*\*Below Expectations = Needs Improvement + Below expectations

### Detailed Assessment Scores by Individual Trait\*:

n = 15	Trait 1: Conceptual Knowledge	Trait 2: Business Application	Trait 3: Info System Usage	Trait 4: Big Data App
Exceeds Expectation (4)	0%	0%	47%	13%
Meets Expectation (3)	100%	100%	47%	73%
Needs Improvement (2)	0%	0%	7%	13%
Below Expectation (1)	0%	0%	0%	0%



\*Percentages may not add to 100% due to rounding.

## Advanced Knowledge & Skills Rubric

MSBA: Advanced Knowledge & Skills				
<b>Learning Goal 1</b>	Students who graduate will be effective users of technologies for decision-making.			
<b>Learning Objective 1A</b>	Students who graduate will develop advanced knowledge and skills in using business analytics technology and			
Traits	Below Expectations (1 pt)	Needs Improvement (2 pts)	Meets Expectations (3 pts)	Exceeds Expectations (4 pts)
<b>Conceptual Knowledge</b>	Failed to master relevant knowledge involving Big Data technology and applications.	Mastered very little knowledge involving Big Data technology and applications.	Mastered some relevant knowledge involving Big Data technology and applications.	Mastered all or most relevant knowledge involving Big Data technology and applications.
<b>Business Application</b>	Business status and importance of Big Data technology are poorly understood and students demonstrate a poor understanding of practical use of Big Data technology.	Business status and importance of Big Data technology are little understood and students demonstrate an insufficient understanding of practical use of Big Data technology.	Business status and importance of Big Data technology are fairly understood and students demonstrate a fair understanding of practical use of Big Data technology.	Business status and importance of Big Data technology are excellently understood and students demonstrate a very good understanding of practical use of Big Data technology.
<b>Information System Usage</b>	Exhibit very low levels of skills in using Big Data analytics tools.	Exhibit low levels of skills in using Big Data analytics tools.	Exhibit medium levels of skills in using Big Data analytics tools.	Exhibit high levels of skills in using Big Data analytics tools.
<b>Big Data Application Development</b>	Students demonstrate a minimal ability to develop Big Data applications.	Students demonstrate a limited ability to develop Big Data applications.	Students demonstrate an acceptable ability to develop Big Data applications.	Students demonstrate a strong ability to develop Big Data applications.

## Raw Assessment Scores

Instructor	Student	Trait #1	Trait #2	Trait #3	Trait #4
Instructor 01	Student 001	3	3	4	3
Instructor 01	Student 002	3	3	3	3
Instructor 01	Student 003	3	3	3	4
Instructor 01	Student 004	3	3	3	3
Instructor 01	Student 005	3	3	4	3
Instructor 01	Student 006	3	3	2	2
Instructor 01	Student 007	3	3	3	2
Instructor 01	Student 008	3	3	4	3
Instructor 01	Student 009	3	3	4	3
Instructor 01	Student 010	3	3	4	3
Instructor 01	Student 011	3	3	3	3
Instructor 01	Student 012	3	3	3	3
Instructor 01	Student 013	3	3	4	3
Instructor 01	Student 014	3	3	3	3
Instructor 01	Student 015	3	3	4	4

End of Report