



## **College of Business & Economics**

### **Assurance of Learning**

Program Learning Objective (PLO): Data Analytics  
Spring 2017

**MSBA**

**PLO3; LO3A**

**MSA Learning Goal 3:**

**Students who graduate will be knowledgeable in business analytics and in integrating it with various business functions.**

**CBE Learning Objective:**

Students who graduate will apply data analytics in making effective business decisions.

**Mapped Course:**

ITM 6899

**Curriculum Alignment:**

Development and writing of business analytics project. Supervision by an ITM faculty member required. Prerequisites: All fundamental and required coursework: ITM 6015, ITM 6271, ITM 6273, ITM 6280, ITM 6285, MGMT 6015, MGMT 6160, and MGMT 6165. Grading: A-F grading only.

**Participating Faculty:** 1 faculty member

**Methods & Procedures:**

Faculty chose individual student assignment to assess using the department developed rubric.

**Assessment Measurement Tool Used:**

Rubric developed by department.

**Artifact Used:**

To assess data analytics, faculty chose individual student projects.

**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:

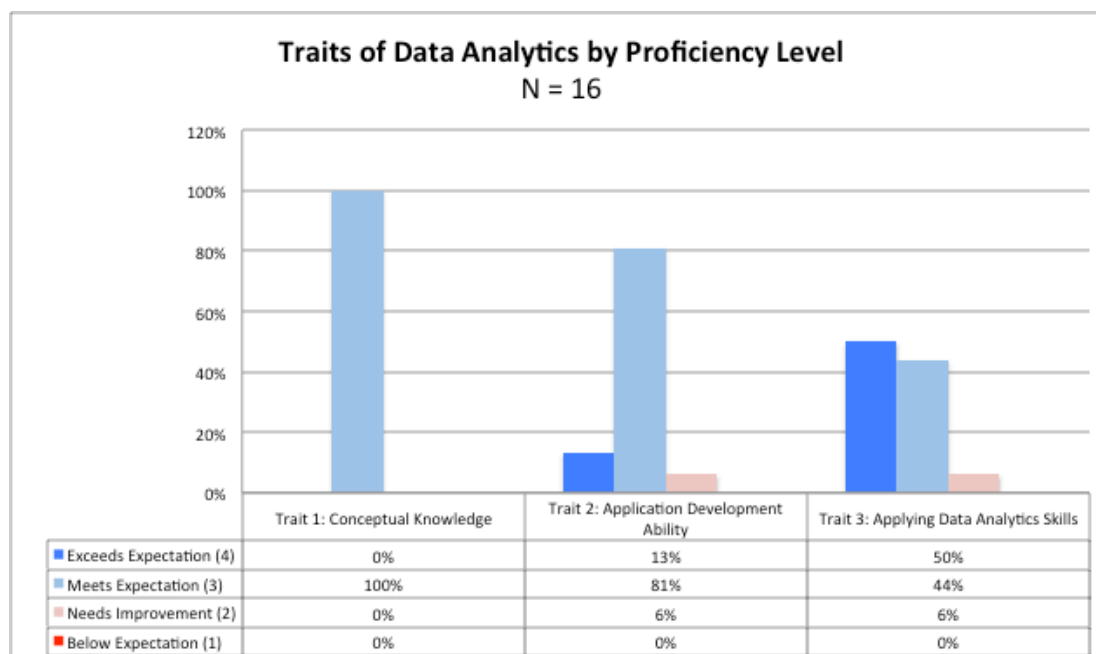
Assessed Traits n = 16	Meets Expectation*	Below Expectation**
<b>Trait 1: Conceptual Knowledge</b>	100%	0%
<b>Trait 2: Application Development Ability</b>	94%	6%
<b>Trait 3: Applying Data Analytics Skills</b>	94%	6%

\* Meets expectations = Meets expectations + Exceeds expectations

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

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

n = 16	Trait 1: Conceptual Knowledge	Trait 2: Application Development Ability	Trait 3: Applying Data Analytics Skills
Exceeds Expectation (4)	0%	13%	50%
Meets Expectation (3)	100%	81%	44%
Needs Improvement (2)	0%	6%	6%
Below Expectation (1)	0%	0%	0%



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

## Data Analytics Rubric

MSBA: Data Analytics				
<b>Learning Goal 3</b>	Students who graduate will be knowledgeable in business analytics and in integrating it with various business functions.			
<b>Learning Objective 3A</b>	Students who graduate will apply data analytics in making effective business decisions.			
Trait	Below Expectation	Needs Improvement	Meets Expectations	Exceeds Expectations
	1 pt	2 pts	3 pts	4 pts
<b>Conceptual Knowledge</b>	Failed to master relevant knowledge involving data analytics.	Mastered very little knowledge involving data analytics.	Mastered some relevant knowledge involving data analytics.	Mastered all or most relevant knowledge involving data analytics.
<b>Application Development Ability</b>	Students demonstrate a minimal ability to develop data analytics applications.	Students demonstrate a limited ability to develop data analytics applications.	Students demonstrate a passable ability to develop data analytics applications.	Students demonstrate a good, solid ability to develop data analytics applications.
<b>Applying Data Analytics Skills</b>	Students demonstrate a poor understanding of applying data analytics skills to business decision making.	Students demonstrate an insufficient understanding of applying data analytics skills to business decision making.	Students demonstrate a fair understanding of applying data analytics skills to business decision making.	Students demonstrate a very good understanding of applying data analytics skills to business decision making.

## Raw Assessment Scores

Instructor	Student	Trait #1	Trait #2	Trait #3	Total
Instructor 01	Student 001	3	3	3	9
Instructor 01	Student 002	3	3	3	9
Instructor 01	Student 003	3	3	4	10
Instructor 01	Student 004	3	3	3	9
Instructor 01	Student 005	3	3	4	10
Instructor 01	Student 006	3	3	4	10
Instructor 01	Student 007	3	3	4	10
Instructor 01	Student 008	3	3	3	9
Instructor 01	Student 009	3	3	4	10
Instructor 01	Student 010	3	3	3	9
Instructor 01	Student 011	3	3	2	8
Instructor 01	Student 012	3	3	4	10
Instructor 01	Student 013	3	4	4	11
Instructor 01	Student 014	3	4	4	11
Instructor 01	Student 015	3	2	3	8
Instructor 01	Student 016	3	3	3	9

End of Report