

Program: MSBA				
Measure	Benchmarks	2014/2015	2015/2016*	2016/2017*
Learning Objective 1A: Students who graduate will develop advanced knowledge and skills in using business analytics technology and applications.				
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] <i>Overall Rubric Score: 95% met expectations</i> 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. Spend more lecture hours to discuss programming languages and logics so that the students can better understand what exactly a code does and why it does it; 2. Assign more programming problems and tasks to students so that they can have more opportunities to practice and be more confident in developing advanced applications. 3. Students will be required to take pre-req BAN602 Quantitative Fundamentals for Analytics.	Improvements: 1. Modifications to tools used to assess outcome
Learning Objective 2A: Students who graduate will build expertise in quantitative methods and tools for business analytics.				
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] <i>Overall Rubric Score: 56% met expectations</i> 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. Raise the quantitative requirements in admitting students by weighing quantitative portion of GRE/GMAT heavier; 2. More students asked to take fundamental course in MGMT 6015; 3. Starting fall 2018, all students will be required to take the pre-requisite course Quantitative Fundamentals for Bus Analytics.	Improvements: 1. Modifications to tools used to assess outcome
Learning Objective 3A: Students who graduate will apply data analytics in making effective business decisions.				

ITM 6899: 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] <i>Overall Rubric Score: 96% met expectations</i> <i>Individual Rubric Traits:</i> 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.				
ITM 6899: 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] <i>Overall Rubric Score: 92% met expectations</i> <i>Individual Rubric Traits:</i> 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.				