

ASSURANCE OF LEARNING

Assessment Report

Program: MSBA

Term: Spring 2019

LEARNING OBJECTIVE	LO 3A: Students who graduate will apply data analytics in making effective business decisions.
MAPPED COURSE	BAN 693: Capstone Project
CURRICULUM ALIGNMENT	Courses mapped as introducing LO 3A: BAN 610 Courses mapped as developing LO 3A: BAN 622 Courses mapped as mastering LO 3A: BAN 693
# OF PARTICIPATING FACULTY	1
METHODS & PROCEDURES	Faculty assessed this learning objective using the student capstone project. The capstone project consists of an individual written paper that includes application of various data analytics.
ASSESSMENT TOOL	CBE Developed Rubric (<i>see end of report for rubric</i>)
PERFORMANCE TARGETS	70% of students will meet expectations. Less than 10% of students will score “1” (below) on any “trait” in the rubric.

Data Analysis Summary

There are two targets set for this learning objective, (1) 70% of students will meet or exceed expectations, and (2) less than 10% of students will score “1” (below expectation) on any “trait” in the rubric. Overall, 100% of students met expectations on the learning objective. A total of 15 students were assessed.

n = 15	Conceptual Knowledge	Application Development Ability	Applying Data Analytics Skills
Meets Expectations	100%	100%	100%
Does Not Meet Expectations	0%	0%	0%
Total	100%	100%	100%
Overall Score	100%		

Assessment Scores by Individual Traits.

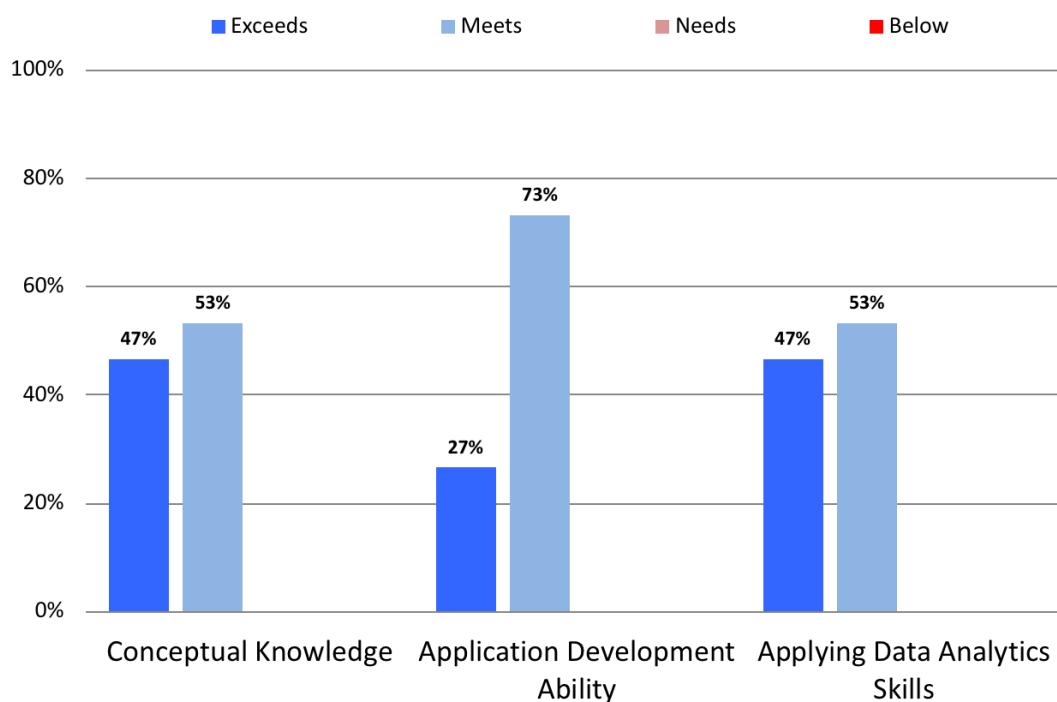
Regarding the second performance target that less than 10% of students will score “1” (below expectation) on any “trait” in the rubric, scores show students met this performance target. Results show students met this assessment target. No students were assessed as below expectations on any rubric trait. Overall, students performed very well on all areas of this learning objective.

Detailed Assessment Scores by Individual Traits

By Individual Traits	Conceptual Knowledge	Application Development Ability	Applying Data Analytics Skills
Exceeds	47%	27%	47%
Meets	53%	73%	53%
Needs	0%	0%	0%
Below	0%	0%	0%

Traits of Data Analytics by Proficiency Level

n = 15



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

Next Steps

- Share report with faculty
- Share report with administrators
- Program Committee to call for review meeting
- Conduct Closing the Loop meeting
- Complete Closing the Loop Handout
- Share Closing the Loop Handout with Curriculum Committee
- Approval by Curriculum Committee
- Share Closing the Loop Handout with Dean's Office'
- Approval by Dean's Office
- Share Closing the Loop Handout with Faculty
- Publish results and findings
- Publish meeting minutes
- Implement Actions
- Track Actions

Rubric

LO 3A: Data Analytics				
Trait	Below Expectation (1 pt)	Needs Improvement (2 pts)	Meets Expectation (3 pts)	Exceeds Expectation (4 pts)
Conceptual Knowledge	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.
Application Development Ability	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.
Applying Data Analytics Skills	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.

End of Report