



Annual Assessment Report for Academic Programs

The University Assessment Team advocates for the enhancement of student learning through purposeful, meaningful, and feasible student-outcomes assessment practices. The Assessment Team seeks to collaborate with programs, departments, and units to ensure that effective assessment of student learning occurs across the University. To assist in meeting this goal, the Team requests that you complete this Annual Assessment Report form to document student learning in your program. A PDF version of this completed form will be posted to the Academic Affairs Assessment website. Please note that this Annual Assessment Report form should only be completed after you have an Assessment Plan for Academic Programs forms on file with the University Assessment Team. The plan is completed once and only updated when revisions have been made to components of the plan.

1. Degree Level and Program Name: BS in Business Administration

2. College/School: College of Business Administration

3. Assessment Overview - Briefly share how student learning outcomes assessment is conducted within your program/department (e.g. number of outcomes, examples of assignments used, and frequency of assessment).

For our undergraduate business program, we have six learning goals and in specific we have twelve learning objectives, including Ethics, Social Responsibility, Oral Communication, Written Communication, Global Factors, Global Value Chain, Leadership, Teams, Critical Thinking Knowledge, Critical Thinking Application, Sustainability Principles, and Solutions for Sustainability Issues. We assess our undergraduate program in the fall semester, once per academic year. Direct measures from embedded assignments are adopted for assessment, for example, reading materials, essay questions, group project, presentations, case studies, web-based simulation games, and online team building games.

4. Student Learning Outcomes -Which student learning outcome(s) from the assessment plan filed with the University Assessment Team is/are being reported on in this report? Include the corresponding benchmark(s) for each outcome.

Goal 1: Graduates of the undergraduate business program will be able to articulate their values and make ethical decisions.

- **Objective 1:** A graduate of the undergraduate business program will demonstrate a knowledge of basic ethical norms and the ability to apply them.

- **Objective 2:** A graduate of the undergraduate business program will be able to recognize the ethical and socially responsible relationships that businesses have with their stakeholders.

Goal 2: Graduates of the undergraduate business program will communicate effectively orally and in writing.

- **Objective 1:** A graduate of the undergraduate business program will demonstrate that she or he can give a successful individual oral presentation.

- **Objective 2:** A graduate of the undergraduate business program will demonstrate that she or he can write effectively.



Goal 3: Graduates of the undergraduate business program will demonstrate awareness of the global environment.

- **Objective 1:** A graduate of the undergraduate business program will demonstrate an understanding of major global factors.
- **Objective 2:** A graduate of the undergraduate business program will demonstrate an understanding of the global value chain in the creation and delivery of goods and services.

Goal 4: Graduates of the undergraduate business program will demonstrate leadership and work effectively in group settings.

- **Objective 1:** A graduate of the undergraduate business program will demonstrate leadership potential.
- **Objective 2:** A graduate of the undergraduate business program will demonstrate the ability to work effectively in teams.

Goal 5: Graduates of the undergraduate business program will think critically in the functional areas of business.

- **Objective 1:** A graduate of the undergraduate business program will show that she or he can apply the basic principles of business.
- **Objective 2:** A graduate of the undergraduate business program will show that she or he can apply the basic principles of business to solve problems.

Goal 6: Students will be prepared to address the dimensions of sustainability (social, economic, environment) within business, community, and government organizations.

- **Objective 1:** Students will incorporate sustainability principles into the development of personal and professional values.
- **Objective 2:** Students will evaluate solutions for addressing sustainability issues.

All of the above learning objectives have 70% target rate.

5. Institutional Outcomes - For which institutional outcome(s) do the reported student learning outcome(s) align?

SLO Outcome Alignment	Institutional Outcome
Yes	I. Jesuit & Mercy Values
Yes	II. Diversity & Cultural Awareness
Yes	III. Critical Thinking & Problem Solving
Yes	IV. Communication
Yes	V. Professionalism
	VI. Lifelong Learning

6. Assessment Period: Select the academic year for which you are reporting results (i.e. when data were collected):

2022-2023



7. Results, Planned Actions, and/or Actions Taken -Briefly summarize the assessment results, how they relate to benchmark(s), and how you are using them to enhance student learning and improve program quality.

Goal 1: Values and Ethical Decisions

- Objective 1: Ethics 84.8%
- Objective 2: Social Responsibility 92.1%

Goal 2: Communicate effectively

- Objective 1: Oral Communication 95.5%
- Objective 2: Written Communication 80.5%

Goal 3: Global environment

- Objective 1: Global Factors 93.3%
- Objective 2: Global Value Chain 93.5%

Goal 4: Demonstrate leadership and teams

- Objective 1: Teams 89.8%
- Objective 2: Leadership 89.2%

Goal 5: Critical Thinking

- Objective 1: Knowledge 87.2%
- Objective 2: Apply & Integrate 89.4%

Goal 6: Sustainability

- Objective 1: Sustainability Principles 88.3%
- Objective 2: Sustainability Solutions 93.8%

All 12 learning objectives have successfully achieved our 70% target rate. Upon reviewing the results, the areas requiring immediate improvement are ethics and written communication, both of which received the lowest scores. To enhance written communication skills, we intend to integrate the College of Business Writing Guide alongside the existing APA requirements. This combined approach aims to elevate our students' proficiency in written communication. As for Ethics, a revised assignment will be introduced, mandating a more detailed stakeholder analysis to further develop this crucial aspect of the curriculum.

Attachment(s):

None