

**Lander University College of Business BAS Assessment**

<b>BAS</b>	<b>Topic</b>	<b>Course Type/Measure</b>	<b>Target Met, Partial, Not Met</b>	<b>Date</b>	<b>Findings Met, Partial, Not Met</b>	<b>Actions: click to Go To</b>
<b>Program Goal 1</b>	<i>BAS graduates will have fundamental and applied business knowledge.</i>					
Outcome 1	Students will describe and apply essential finance principles	Direct: FINA 301 Exam	% Students score 80%: 80, 70, <70 Avg 80,70,<70	2021-2022 2023-2024 Semi-Annual	NA	<a href="#">FINA</a>
Outcome 2	Students will know essential marketing principles	Direct: MKT 201 Exam	% Students score 80%: 80, 70, <70 Avg 80,70,<70	2021-2022 2023-2024 Semi-Annual	NA	<a href="#">MKTG</a>
Outcome 3	Students will know essential information systems principles	Direct: BA 304 Exam	% Students score 80%: 80, 70, <70 Avg 80,70,<70	2021-2022 2023-2024 Semi-Annual	NA	<a href="#">MIS</a>
Outcome 4	Students will know essential management principles	Direct: MGMT 201 Exam	% Students score 80%: 80, 70, <70 Avg 80,70,<70	2021-2022 2023-2024 Semi-Annual	NA	<a href="#">MGMT</a>
Outcome 5	Students will have core business knowledge	E-mailed Indirect: Exit Survey	% Learned/ Prepared Items 80, 70, <70	2022-2023 Annually	Met 100%	<a href="#">KNOWSurv</a>
Outcome 6	Students will gain exposure to advanced business knowledge	Indirect: Data Analysis Business Electives	6 of 9 hours advanced business Electives	2021-2022 2023-2024 Semi-Annual	Met 6-9 in 13 cases	<a href="#">ADVCRS</a>
Goal 1 Summary Comments: <a href="#">Here</a>						
Files in support of Goal 1. Artifacts, Instruments, Rubrics, Results: <a href="#">Here</a>						
<b>Program Goal 2</b>	<i>BAS graduates will understand the manager's role in applying business knowledge to successful ventures.</i>					
Outcome 1	Students will apply finance principles to management decisions	Direct: FINA 301 Application Ch 3 & 4 Assignments	% Students score 80%: 80, 70, <70 Avg 80,70,<70	2021-2022 2023-2024 Semi-Annual	NA	<a href="#">AppFINA</a>
Outcome 2	Students will apply marketing management principles to business	Direct: MKT 201 Module 7 Discussion	% Students score 15+: 80, 70, <70 Avg 17.5 Item Avs 2.5-3, SD <1	2021-2022 2023-2024 Semi-Annual	NA	<a href="#">AppMKTG</a>
Outcome 3	Students will identify the application of information systems by managers	Direct: BA 304 Essay	% Students score 7+: 80, 70, <70 Avg 7, Item Avs 2.5	2021-2022 2023-2024 Semi-Annual	NA	<a href="#">IDMIS</a>
Outcome 4	Students will know the manager's role in business	E-mailed Indirect: Exit Survey	% Learned/ Prepared Items 80, 70, <70	2022-2023 Annually	Met 100%	<a href="#">KnowMGR</a>

Goal 2 Summary Comments: [Here](#)

Files in support of Goal 2. Artifacts, Instruments, Rubrics, Results: [Here](#)

Program Goal 3	<i>BAS graduates will analyze, integrate, and apply information to solve problems and develop plans.</i>					
Outcome 1	Students will identify problems, formulate alternatives, and select appropriate solutions	Direct: MGMT 330 QC Case – Toys Inc	% Students score 9+: 70, 60, <60	2021-2022 2023-2024 Semi-Annual	NA	<a href="#">Solns</a>
Outcome 2	Students will analyze and integrate relevant information to determine business and corporate strategies	Direct: BA 414 Strategy Essay	% Students score 7+: 80, 70, <70 Avg 7, Item Avg 2.5	2021-2022 2023-2024 Semi-Annual	NA	<a href="#">Analyze</a>
Outcome 3	Students will know methods to analyze and solve problems to make decisions	E-mailed Indirect: Exit Survey	% Learned/ Prepared Items 80, 70, <70	2022-2023 Annually	Met 100%	<a href="#">SolnSurv</a>

Goal 3 Summary Comments: [Here](#)

Files in support of Goal 3. Artifacts, Instruments, Rubrics, Results: [Here](#)

Program Goal 4	<i>BAS graduates will have an appreciation for ethics and the societal issues of business.</i>					
Outcome 1	Students will be able to identify and analyze ethical issues and dilemmas.	Direct: FINA 301 Case	% Students score 70: 80, 70, <70	2021-2022 2023-2024 Semi-Annual	NA	<a href="#">Ethics</a>
Outcome 2	Students will understand the societal issues impacting business	Direct: MKT 201 Social Responsibility Essay	% Students score 15+: 80, 70, <70 Avg 17.5, Item Avgs 2.5-3, SD<1	2021-2022 2023-2024 Semi-Annual	NA	<a href="#">Societal</a>
Outcome 3	Students will know the ethical and societal aspects of business	E-mailed Indirect: Exit Survey	% Learned/ Prepared Items 80, 70, <70	2022-2023 Annually	Met 100%	<a href="#">EthicSurv</a>

Goal 4 Summary Comments: [Here](#)

Files in support of Goal 4. Artifacts, Instruments, Rubrics, Results: [Here](#)

Program Goal 5	<i>BAS graduates will be ready to succeed in their careers and make a positive impact on society.</i>					
Outcome 1	Students will assess their forward-thinking ability	E-mailed Indirect: Exit Survey	%Prepared Forward- Thinking 80, 70, <70	2022-2023 Annually	Met 100%	<a href="#">ForwSurv</a>
Outcome 2	Students will assess the relevance of their knowledge to their career field	E-mailed Indirect: Exit Survey	%Prepared Relevance 80, 70, <70	2022-2023 Annually	Met 100%	<a href="#">RelevSurv</a>
Outcome 3	Students will assess their resourcefulness in their career field	E-mailed Indirect: Exit Survey	%Prepared Resourceful 80, 70, <70	2022-2023 Annually	Met 100%	<a href="#">ResourSurv</a>
Outcome 4	Students will assess their career readiness and positive societal impact	E-mailed Indirect: Exit Survey	%Career Ready, Positive Impact 80, 70, <70	2022-2023 Annually	Met 100%	<a href="#">CareerSurv</a>

## **Goal 1**

### **Finance**

#### **Findings**

Not assessed this year. Due in 2023-2024.

#### **Actions**

None.

[Return to Table Goal 1](#)

### **Marketing**

#### **Findings**

Not assessed this year. Due in 2023-2024.

#### **Actions**

None.

[Return to Table Goal 1](#)

### **Information Systems**

#### **Findings**

Not assessed this year. Due in 2023-2024.

#### **Actions**

None.

[Return to Table Goal 1](#)

### **Management**

#### **Findings**

Not assessed this year. Due in 2023-2024.

#### **Actions**

None.

[Return to Table Goal 1](#)

### **Exit Survey – Business Knowledge**

#### **Findings**

Students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to core Business Knowledge. Overall, they scored a 4.4 on a 5-point scale.

### **Actions**

Students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to core Business Knowledge. Overall, they scored a 4.4 on a 5-point scale.

The average for Analytics was the lowest score at 4.00. Business Strategy scored 4.3. All other knowledge items scored 4.5 or higher.

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni, and to better promote the survey to graduating students.

[Return to Table Goal 1](#)

## **Advanced Business Courses**

### **Findings**

A review of 13 BAS transcripts showed that at least 6 to 9 of the Business Elective hours were in topics representing advanced business knowledge.

### **Actions**

A review of 13 BAS transcripts showed that at least 6 to 9 of the Business Elective hours were in topics representing advanced business knowledge. 11 of the 13 transcripts had all 9 of the Business Elective hours in topics representing advanced business knowledge.

In two cases, 3 of the 9 hours were a sophomore-level course or similar to a required core course. In another case, the student took all internship hours as electives.

We met the target for this outcome. No changes are required, but the CAMI will be informed of cases where less than 9 hours were in topics representing advanced business knowledge. Because BAS students are transfer students, these would not be unusual cases when the transcript does not reflect all the reasons for transfer course credit.

[Return to Table Goal 1](#)

## **Goal 1: Summary/Comments**

We assessed Goal 1, Outcomes 1, 2, 3, and 4 in 2021-2022. They will be assessed again in 2023-2024.

We assessed Outcome 6 and administered the Outcome 5 Exit Survey for the first time in 2022-2023. Students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to core Business Knowledge. Overall, they scored a 4.4 on a 5-point scale.

The average for Analytics was the lowest score at 4.00. Business Strategy scored 4.3. All other knowledge items scored 4.5 or higher.

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

Regarding Outcome 6, a review of 13 BAS transcripts showed that at least 6 to 9 of the Business Elective hours were in topics representing advanced business knowledge. 11 of the 13 transcripts had all 9 of the Business Elective hours in topics representing advanced business knowledge.

In two cases, 3 of the 9 hours were a sophomore-level course or similar to a required core course. In another case, the student took all internship hours as electives. We met the target for this outcome.

### Changes Made/Proposed Related to Goal

We met the target for Outcome 5, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni, and to better promote the survey to graduating students.

We met the target for Outcome 6. No changes are required, but the CAMI will be informed of cases where less than 9 hours were in topics representing advanced business knowledge. Because BAS students are transfer students, these would not be unusual cases when the transcript does not reflect all the reasons for transfer course credit.

[Return to Table Goal 1](#)

### Goal 1 Artifacts, Instruments, Rubrics, Results



COB BAS Exit Survey.pdf



Artifacts BAS Spring Results%20BAS%20 Results%20Spring%2023 Exit Survey - PrSpring%202023%202023%20BAS%20G



### Files from the prior year follow here for convenience since they were not assessed in 2022-2023:



Results%20FINA%2 Results%20MKT%20 Results%20Info%20 Results%20MGMT%202021-2022%20coml2021-2022%20asses:Systems%202021-20202021-2022%20assi

[Return to Table Goal 1](#)

### Goal 2

#### Apply Finance

#### Findings

Not assessed this year. Due in 2023-2024.

#### Actions

None.

[Return to Table Goal 2](#)

#### Apply Marketing

#### Findings

Not assessed this year. Due in 2023-2024.

### **Actions**

None.

[Return to Table Goal 2](#)

## **Identify Information Systems**

### **Findings**

Not assessed this year. Due in 2023-2024.

### **Actions**

None.

[Return to Table Goal 2](#)

## **Know Manager's Role**

### **Findings**

100% of the students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to the Manager's Role in Business. Overall, they scored a 4.8 on a 5-point scale.

### **Actions**

The average for Business Strategy was the lowest score at 4.3, while Problem Solving, Decision Making, and Leadership scored 5.0 .

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

[Return to Table Goal 2](#)

## **Goal 2: Summary/Comments**

We assessed Goal 2, Outcomes 1, 2, and 3 in 2021-2022. They will be assessed again in 2023-2024.

We administered the Outcome 4 Exit Survey for the first time in 2022-2023.

100% of the students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to the Manager's Role in Business. Overall, they scored a 4.8 on a 5-point scale.

The average for Business Strategy was the lowest score at 4.3, while Problem Solving, Decision Making, and Leadership scored 5.0.

## **Changes Made/Proposed Related to Goal**

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

[Return to Table Goal 2](#)

## Goal 2 Artifacts, Instruments, Rubrics, Results



COB BAS Exit  
Survey.pdf



Artifacts BAS Spring Results%20BAS%20  
2023 Exit Survey - PrSpring%202023%20f



Files from the prior year follow here for convenience since they were not assessed in 2022-2023:



Rubric Marketing Management  
Rubric Information Systems Application



Artifacts - Markets and Market Segmen  
Artifacts BA 304 2021-2022 Artifacts.}



Results%20MKT-MG Results%20MIS%20  
Application.xlsx



Results%20FINA%202021-2022%20comt

[Return to Table Goal 2](#)

## Goal 3

### Problem Solutions

### Findings

Not assessed this year. Due in 2023-2024.

### Actions

None.

[Return to Table Goal 3](#)

### Analyze to Determine Strategies

### Findings

Not assessed this year. Due in 2023-2024.

### Actions

None.

[Return to Table Goal 3](#)

## Exit Survey – Problem Solving

## Findings

100% of the students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to Analyzing and Solving Problems to Make Decisions. They scored a 4.9 on a 5-point scale for data analysis, problem-solving, and decision-making skills. This score was 4.6 when we factored in analytical methods and technology use.

## Actions

The average for Analytical Methods was the lowest score at 4.0.

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

[Return to Table Goal 3](#)

## Goal 3: Summary/Comments

We assessed Goal 3, Outcomes 1 and 2 in 2021-2022. They will be assessed again in 2023-2024.

We administered the Outcome 3 Exit Survey for the first time in 2022-2023.

100% of the students reported that they adequately (or better) learned or are prepared in 100% of the Learning and Development items on the Exit Survey related to Analyzing and Solving Problems to Make Decisions. They scored a 4.9 on a 5-point scale for data analysis, problem-solving, and decision-making skills. This score was 4.6 when we factored in analytical methods and technology use.

The average for Analytical Methods was the lowest score at 4.0.

## Changes Made/Proposed Related to Goal

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

[Return to Table Goal 3](#)

## Goal 3 Artifacts, Instruments, Rubrics, Results



COB BAS Exit  
Survey.pdf



Artifacts BAS Spring Results%20BAS%20  
2023 Exit Survey - PrSpring%202023%20f



## Files from the prior year follow here for convenience since they were not assessed in 2022-2023:



Rubric Problem  
Solving.pdf



Rubric Analysis,  
Integration, Decisio





Artifacts Sample of Artifacts Strategy Strategy%20Integra  
Assessed Cases - SplIntegration 2021-20:tion%20Results.xlsx

[Return to Table Goal 3](#)

## **Goal 4**

### **Ethics**

#### **Findings**

Not assessed this year. Due in 2023-2024.

#### **Actions**

None.

[Return to Table Goal 4](#)

## **Societal Issues**

### **Findings**

Not assessed this year. Due in 2023-2024.

#### **Actions**

None.

[Return to Table Goal 4](#)

## **Exit Survey – Ethical and Societal Issues**

### **Findings**

100% of the students reported being adequately or better prepared for the Exit Survey items related to their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities. They scored a 4.9 on a 5-point scale for societal perspectives and responsibilities.

#### **Actions**

We administered the Outcome 3 Exit Survey for the first time in 2022-2023.

100% of the students reported being adequately or better prepared for the Exit Survey items related to their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities.

They scored a 4.9 on a 5-point scale for societal perspectives and responsibilities. All individual items scored 4.8 or higher.

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

[Return to Table Goal 4](#)

## Goal 4: Summary/Comments

We assessed Goal 4, Outcomes 1 and 2 in 2021-2022. They will be assessed again in 2023-2024.

We administered the Outcome 3 Exit Survey for the first time in 2022-2023.

100% of the students reported being adequately or better prepared for the Exit Survey items related to their social, ethical, sustainability, diversity and inclusion, and positive societal impact perspectives and responsibilities.

They scored a 4.9 on a 5-point scale for societal perspectives and responsibilities. All individual items scored 4.8 or higher.

## Changes Made/Proposed Related to Goal

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

[Return to Table Goal 4](#)

## Goal 4 Artifacts, Instruments, Rubrics, Results



COB BAS Exit  
Survey.pdf



Artifacts BAS Spring Results%20BAS%20  
2023 Exit Survey - PrSpring%202023%20f



**Files from the prior year follow here for convenience since they were not assessed in 2022-2023:**



Ethics Case 2021 -  
Pizza Redlining Asse



Artifacts MKT 201  
2021-2022.pdf



Rubric Ethics  
Assessment.pdf



Rubric Lander COB  
Societal Issues.pdf



Results%20Societal  
%20Issues.xlsx

[Return to Table Goal 4](#)

## Goal 5

### Exit Survey – Forward-Thinking

#### Findings

100% of the students reported being adequately or better prepared to be Forward-Thinking Capable, with an average score of 4.8 out of 5.0.

#### Actions

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

[Return to Table Goal 5](#)

## **Exit Survey – Relevance**

### **Findings**

100% of the students reported being adequately or better prepared to Possess Relevant Knowledge, with an average score of 4.8 out of 5.0.

### **Actions**

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

[Return to Table Goal 5](#)

## **Exit Survey – Resourcefulness**

### **Findings**

100% of the students reported being adequately or better prepared to be Able to be Resourceful, with an average score of 5.0 out of 5.0.

### **Actions**

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

[Return to Table Goal 5](#)

## **Exit Survey – Career Ready and Positive Impact**

### **Findings**

100% of the students reported being adequately or better prepared to Contribute to an Organization (average score 5.0) and Make a Positive Societal Impact (average score of 4.8).

### **Actions**

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

[Return to Table Goal 5](#)

## Goal 5: Summary/Comments

We administered the Goal 5 Outcomes Exit Survey for the first time in 2022-2023.

100% of the students reported being adequately or better prepared to (a) be Forward-Thinking Capable (average score of 4.8), (b) Possess Relevant Knowledge (average score of 4.8), (c) be Able to be Resourceful (average score of 5.0) , and (d) be Ready to contribute to an organization (average score of 5.0) and Prepared to Make a Positive Societal Impact (average score of 4.8).

The overall average for student-reported Career Readiness was 4.9 out of 5.

## Changes Made/Proposed Related to Goal

We met the target, and this is the first administration of the Exit Survey with a small number of respondents, so we propose no changes at this time.

The limitation is that only 13 BAS students graduated in Spring 2023, and six (46%) completed the survey. We plan to survey the BAS graduates as alumni and to better promote the survey to graduating students.

## Goal 5 Artifacts, Instruments, Rubrics, Results



COB BAS Exit  
Survey.pdf



Artifacts BAS Spring Results%20BAS%20  
2023 Exit Survey - PrSpring%202023%20f



[Return to Table Goal 5](#)