Instructional Programs Unit Assessment and Program Performance Report [UAR] – Fall 2023

Program Name: BA/BS Business Administration

Program Description [List all degrees/ minors/ certificates included in 'program' along with PIF codes]**:**
B.A./B.S. Business Administration (205)
The Business Administration major is designed to provide an in-depth study of business as a career discipline. This major provides students with the necessary management competencies to enable them to be successful in the business environment. With the electives, students can focus their degree on accounting, management, marketing, economics, or select courses in different areas.

A.S. Business Administration (55)
The Associate of Science degree in Business Administration provides students with a general business curriculum including coursework in each of the content areas of business. Students are strongly urged to obtain an Associate degree prior to continuing to earn a Bachelor' degree and transferring to another school.

PREVIOUS YEAR'S WORK PLAN

List work plan elements/areas for improvement from the previous year, along with actions taken and a progress report.

Work Plan Elements
   1. Develop stretch enrollment targets for three (3) years.
   2. Develop action steps to maintain or increase enrollments to meet stretch targets.
   3. Continuously monitor effectiveness of program through annual UAR
Actions Taken
   1. Increase enrollment in each major by 5% over the next five years.
   2. Market the BA/BS Business Administration, AS Business Administration, and AS Marketing degrees, and put on hold the minors in Leadership and HRM due to low enrollments and limited faculty resources.
   3. Monitor the effectiveness of the program as evidenced via graduates and Exit Exams, and regularly meet with disciple leads/UAR Team to address results of Exit Exam, provide general observations and suggestions/questions for improvement.
Evaluation Plan
   1. Enrollment is monitored by utilizing the Registrar's Office Program Report (Head Count).
   2. Implement traceable recruitment efforts such as postcards, STAR sessions, Discovery Days, visiting high schools, individually phoning/emailing/meeting with prospective students, and put low enrolled, resource heavy minors on hold.
   3. Monitor graduation rates (target: 15% of declared majors) and Exit Exam scores (target: above national average).
Progress Report
   1. Business Administration enrollment went from 139 in FA22 to 112 in FA23. (**Goal not met***)
   2. Out of 112 enrollees, 43 degrees were conferred, equaling 38% (**Goal met**), and Exit Exam scores for Business Administration students ranged from 56.2% (lowest) to 69.75% (highest) in the two areas of

Production/Operations Management and Marketing, respectively; whereas, the national average in those areas, respectively, ranged from 57.7% (higher than LC's) to 62.2% (lower than LC's). LC exceeded national average in 17 out of 18 areas and LC's total score (64.2%) exceeded the national score (60.6%) by 3.58%. (**Goal met**).

* The division has expanded the number of degree offerings both inside the division and in partnership with other disciplines. Accounting, a popular major, is now a stand-alone degree and is phasing out as an emphasis under Business Administration, which reduces the number of Business Administration majors. Overall division enrollment is trending up with a 6.3% increase in 2022 and an 8.8% increase in 2023. It might be worthwhile to evaluate student perception of general versus specialized degree. offerings.

1. Program Outcomes

Program Outcomes: List your program outcomes (as noted in the current year catalog) in the tables below and describe the indicator(s) and assessment methods you use to determine if your program has met its outcomes, provide an analysis of data, and establish work plans for the year [One table per program outcome; copy-paste table as needed]. **Note:** all program outcomes must be listed, however, programs with extensive outcomes lists may focus each year on half of the outcomes.

Outcome 1	Students will be able to apply major concepts within the traditional areas of business to include accounting, marketing, finance, and management
Indicator	1. Student Exit Exam Results of subject matter mastery 2. Adequate or higher performance (oral and written) as measured by the BUS 498 Capstone Rubric 3. Excellence in program quality and instruction
Assessment Method	1. Peregrine Business Knowledge Assessment Exam 2. BUS 498 Capstone Rubric – Oral and Written 3. Senior Exit Exam Survey
Benchmark/Target	1. The mean exit exam score will be at or above that for IACBE US schools. 2. 75% or more of business students will achieve an "adequate" (score of 2 out of 4) or higher rating on the written and oral rubrics. 3. At least 70% or more of seniors will indicate the quality of the program and instruction was good or excellent for the AY 2022-23.
Data Sources	1. Peregrine Exit Exam 2. Capstone Rubrics – Oral and Written 3. Senior Exit Exam Survey
Relevant dates	AY2022-2023
Results (List at least two years of data if available)	**Benchmark/ Target** (select one): <mark>**Met**</mark> **Not Met** **Partially Met** **For all Indicators**

Analysis of results	1. The mean score of all LC Business Division students who took the test during AY 2022-2023 was 64.24 and the national mean score for IACBE schools offering the B.A./B.S. in Business Administration during the same period was 60.66. 2. One hundred percent of students evaluated with the use of a rubric in the capstone achieved an "adequate" or higher ranking. 3. The rating for the quality of the program and instruction was 89%.
Work plan actions to improve the outcome over the year	The division will continue to assess all functional areas of business on the exit exam and capstone rubrics to monitor program quality and effectiveness as well as student satisfaction through the senior exit exam survey.

Outcome 2	Students will demonstrate an ability to obtain and process information in order to make decisions and solve problems
Indicator	1. Student Exit Exam Results of subject matter mastery 2. Adequate or higher performance (oral and written) as measured by the BUS 498 Capstone Rubric 3. Excellence in program quality and instruction
Assessment Method	1. Peregrine Business Knowledge Assessment Exam 2. BUS 498 Capstone Rubric – Oral and Written 3. Senior Exit Exam Survey
Benchmark/Target	1. The mean exit exam score will be at or above that for IACBE US schools. 2. 75% or more of business students will achieve an "adequate" (score of 2 out of 4) or higher rating on the written and oral rubrics. 3. At least 70% or more of seniors will indicate the quality of the program and instruction was good or excellent for the AY 2022-23.
Data Sources	1. Peregrine Exit Exam 2. Capstone Rubrics – Oral and Written 3. Senior Exit Exam Survey
Relevant dates	AY2022-2023
Results (List at least two years of data if available)	Benchmark/ Target (select one): **Met** Not Met Partially Met **For all Indicators**
Analysis of results	1. The mean score of all LC Business Division students who took the test during AY 2022-2023 was 64.24 and the national mean score for IACBE schools offering the B.A./B.S. in Business Administration during the same period was 60.66. 2. One hundred percent of students evaluated with the use of a rubric in the capstone achieved an "adequate" or higher ranking. 3. The rating for the quality of the program and instruction was 89%.
Work plan actions to improve the outcome over the year	The division will continue to assess all functional areas of business on the exit exam and capstone rubrics to monitor program quality and effectiveness as well as student satisfaction through the senior exit exam survey.

Outcome 3	Students will be able to contribute to the development of a high performing team and collaborative environment
Indicator	1. Adequate or higher performance (oral and written) as measured by the BUS 498 Capstone Rubric 2. Excellence in program quality and instruction
Assessment Method	1. BUS 498 Capstone Rubric – Oral and Written 2. Senior Exit Exam Survey
Benchmark/Target	1. 75% or more of business students will achieve an "adequate" (score of 2 out of 4) or higher rating on the written and oral rubrics. 2. At least 70% or more of seniors will indicate the quality of the program and instruction was good or excellent for the AY 2022-23.
Data Sources	1. Capstone Rubrics – Oral and Written 2. Senior Exit Exam Survey
Relevant dates	AY2022-2023
Results (List at least two years of data if available)	Benchmark/ Target (select one): ==Met== Not Met Partially Met **For all Indicators**
Analysis of results	1. One hundred percent of students evaluated with the use of a rubric in the capstone achieved an "adequate" or higher ranking. 2. The rating for the quality of the program and instruction was 89%.
Work plan actions to improve the outcome over the year	The division will continue to assess capstone rubrics to monitor program quality and effectiveness as well as student satisfaction through the senior exit exam survey.

Outcome 4	Students will be able to deliver effective and professional communications using a variety of delivery venues
Indicator	1. Adequate or higher performance (oral and written) as measured by the BUS 498 Capstone Rubric 2. Excellence in program quality and instruction
Assessment Method	1. BUS 498 Capstone Rubric – Oral and Written 2. Senior Exit Exam Survey
Benchmark/Target	1. 75% or more of business students will achieve an "adequate" (score of 2 out of 4) or higher rating on the written and oral rubrics. 2. At least 70% or more of seniors will indicate the quality of the program and instruction was good or excellent for the AY 2022-23.
Data Sources	1. Capstone Rubrics – Oral and Written 2. Senior Exit Exam Survey
Relevant dates	AY2022-2023
Results (List at least two years of data if available)	Benchmark/ Target (select one): ==Met== Not Met Partially Met **For all Indicators**
Analysis of results	1. One hundred percent of students evaluated with the use of a rubric in the capstone achieved an "adequate" or higher ranking. 2. The rating for the quality of the program and instruction was 89%.

Work plan actions to improve the outcome over the year	The division will continue to assess capstone rubrics to monitor program quality and effectiveness as well as student satisfaction through the senior exit exam survey.

Outcome 5	Students will demonstrate the application of decision-support tools to business decision making
Indicator	1. Student Exit Exam Results of subject matter mastery 2. Adequate or higher performance (oral and written) as measured by the BUS 498 Capstone Rubric 3. Excellence in program quality and instruction
Assessment Method	1. Peregrine Business Knowledge Assessment Exam 2. BUS 498 Capstone Rubric – Oral and Written 3. Senior Exit Exam Survey
Benchmark/Target	1. The mean exit exam score will be at or above that for IACBE US schools. 2. 75% or more of business students will achieve an "adequate" (score of 2 out of 4) or higher rating on the written and oral rubrics. 3. At least 70% or more of seniors will indicate the quality of the program and instruction was good or excellent for the AY 2022-23.
Data Sources	1. Peregrine Exit Exam 2. Capstone Rubrics – Oral and Written 3. Senior Exit Exam Survey
Relevant dates	AY2022-2023
Results (List at least two years of data if available)	**Benchmark/ Target** (select one): **Met** **Not Met** **Partially Met** **For all Indicators**
Analysis of results	1. The mean score of all LC Business Division students who took the test during AY 2022-2023 was 64.24 and the national mean score for IACBE schools offering the B.A./B.S. in Business Administration during the same period was 60.66. 2. One hundred percent of students evaluated with the use of a rubric in the capstone achieved an "adequate" or higher ranking. 3. The rating for the quality of the program and instruction was 89%.
Work plan actions to improve the outcome over the year	The division will continue to assess all functional areas of business on the exit exam and capstone rubrics to monitor program quality and effectiveness as well as student satisfaction through the senior exit exam survey.

Outcome 6	Students will be able to apply strategic planning skills to effect a change initiative in a business scenario.
Indicator	1. Adequate or higher performance (oral and written) as measured by the BUS 498 Capstone Rubric 2. Excellence in program quality and instruction
Assessment Method	1. BUS 498 Capstone Rubric – Oral and Written 2. Senior Exit Exam Survey
Benchmark/Target	1. 75% or more of business students will achieve an "adequate" (score of 2 out of 4) or higher rating on the written and oral rubrics. 2. At least 70% or more of seniors will indicate the quality of the program and instruction was good or excellent for the AY 2022-23.
Data Sources	1. Capstone Rubrics – Oral and Written 2. Senior Exit Exam Survey
Relevant dates	AY2022-2023
Results (List at least two years of data if available)	Benchmark/ Target (select one): <mark>Met</mark> Not Met Partially Met **For all Indicators**
Analysis of results	1. One hundred percent of students evaluated with the use of a rubric in the capstone achieved an "adequate" or higher ranking. 2. The rating for the quality of the program and instruction was 89%.
Work plan actions to improve the outcome over the year	The division will continue to assess capstone rubrics to monitor program quality and effectiveness as well as student satisfaction through the senior exit exam survey.

Outcome 7	Students will be able to apply legal, ethical, and economic standards of business within a global environment.
Indicator	1. Student Exit Exam Results of subject matter mastery 2. Adequate or higher performance (oral and written) as measured by the BUS 498 Capstone Rubric 3. Excellence in program quality and instruction
Assessment Method	1. Peregrine Business Knowledge Assessment Exam 2. BUS 498 Capstone Rubric – Oral and Written 3. Senior Exit Exam Survey
Benchmark/Target	1. The mean exit exam score will be at or above that for IACBE US schools. 2. 75% or more of business students will achieve an "adequate" (score of 2 out of 4) or higher rating on the written and oral rubrics. 3. At least 70% or more of seniors will indicate the quality of the program and instruction was good or excellent for the AY 2022-23.
Data Sources	1. Peregrine Exit Exam 2. Capstone Rubrics – Oral and Written 3. Senior Exit Exam Survey
Relevant dates	AY2022-2023
Results (List at least two years of data if available)	Benchmark/ Target (select one): <mark>Met</mark> Not Met Partially Met **For all Indicators**

Analysis of results	1. The mean score of all LC Business Division students who took the test during AY 2022-2023 was 64.24 and the national mean score for IACBE schools offering the B.A./B.S. in Business Administration during the same period was 60.66. 2. One hundred percent of students evaluated with the use of a rubric in the capstone achieved an "adequate" or higher ranking. 3. The rating for the quality of the program and instruction was 89%.
Work plan actions to improve the outcome over the year	The division will continue to assess all functional areas of business on the exit exam and capstone rubrics to monitor program quality and effectiveness as well as student satisfaction through the senior exit exam survey.

Outcome 8	Students will be able to utilize research skills in business problem solving.
Indicator	1. Adequate or higher performance (oral and written) as measured by the BUS 498 Capstone Rubric 2. Excellence in program quality and instruction
Assessment Method	1. BUS 498 Capstone Rubric – Oral and Written 2. Senior Exit Exam Survey
Benchmark/Target	1. 75% or more of business students will achieve an "adequate" (score of 2 out of 4) or higher rating on the written and oral rubrics. 2. At least 70% or more of seniors will indicate the quality of the program and instruction was good or excellent for the AY 2022-23.
Data Sources	1. Capstone Rubrics – Oral and Written 2. Senior Exit Exam Survey
Relevant dates	AY2022-2023
Results (List at least two years of data if available)	**Benchmark/ Target** (select one): <mark>**Met**</mark> **Not Met** **Partially Met** **For all Indicators**
Analysis of results	1. One hundred percent of students evaluated with the use of a rubric in the capstone achieved an "adequate" or higher ranking. 2. The rating for the quality of the program and instruction was 89%.
Work plan actions to improve the outcome over the year	The division will continue to assess capstone rubrics to monitor program quality and effectiveness as well as student satisfaction through the senior exit exam survey.

2) Program Performance

Program Performance Indicators. Indicators focus on the extent to which your program is contributing to the overall efficiency and productivity of the college. Data will be provided by IR&E per usual processes/ timelines.

Performance	
Indicator	Completion: number of graduates in fiscal year.
Assessment Method	IPEDS Completion Report [Integrated Postsecondary Education Data System – data from IR&E]
Benchmark/Target	Fifteen percent of declared majors will graduate annually.
Data Sources	IPEDS Completion Report
Relevant dates	November 1
Results (List at least two years of data if available)	**Benchmark/ Target** (select one): <mark>**Met**</mark> **Not Met** **Partially Met** Year 20-21 21-22 22-23 Percentage BA/BS Bus Admin 36 42 43 38.39% **(Met)** AS Business Admin 9 6 8 11.14%
Analysis of results	The goal is met for BA/BS Business Administration. At least fifteen percent of declared majors are graduating annually.
Work plan actions to improve the outcome over the year	We will continue to stress to students the importance to taking 15 credits per semester to graduate in a reasonable time.

Performance	
Indicator	Program enrollment numbers
Assessment Method	Fall Census Day Report
Benchmark/Target	Increase enrollment in each major by 5% over the next five years.
Data Sources	Current year Fall Census Day Report
Relevant dates	October 15
Results (List at least two years of data if available)	**Benchmark/ Target** (select one): **Met** **Not Met** **Partially Met** FA23 HC FA 22 HC BA/BS Bus Admin 139 112 -24.1% **(Not Met)** AS Business Admin 70 42 66% **(Met)**
Analysis of results	Business Administration enrollment went from 139 in FA22 to 112 in FA23
Work plan actions to improve the outcome over the year	

ASSESSMENT/ PERFORMANCE REFLECTION

Other Insights/Findings/Comments: What other significant findings, opportunities, or needs have emerged over the past year?
The Business and Computer Science Division has rebounded from the Covid years and is seeing an increase in enrollment, graduation rates and positive response to new degrees and programming. The division has added several new degrees in the past few years, and this has reconfigured demand for the more general Business Administration degree. For example, Accounting is now a stand-alone degree, and not an emphasis within Business Administration, which has reduced the number of Business Administration majors. BUCS has also added an emphasis in Healthcare Management which is beginning to gain traction as awareness grows. More specialized degrees in bioinformatics, cybersecurity, and interdisciplinary degrees such as sport administration and business communication further disperse business students across programs and diminish business administration enrollments. Overall business enrollment is up 8.8% in 2023 from 6.3% in 2022.

	List dates of meetings where assessment/ performance data and/or program improvements were discussed	Location of assessment meeting minutes from previous year
	August 17, 2022 (Division Retreat) November 30, 2022 (Capstone Mtg) January 12, 2022 (Spring Retreat) March 9, 2023 (IACBE Planning Mtg.) August 17, 2023 (Division Retreat) September 7, 2023 (IACBE Mtg) September 14, 2023 (Capstone Mtg) September 19, 2023 (Discipline Leads) November 9, 2023 (IACBE Meeting) November 14, 2023 (Capstone Mtg)	BUCS Division Admin

REVIEW

	Name	Date
Program Assessment Coordinator	Rachel Kaitz	11/29/2023
Division Chair/Director	Ayodeji Arogundade	11/30/2023
Dean	Luther Maddy	01/03/2024
Provost		