

## BBA

### Annual Program Report

Year:	2021-2022
Program:	BBA
Contact Person (include email & phone#)	Marleen Swerdlow

#### Summary of Continuous Improvement Efforts since Last Report

*Provide a brief description of how assessment results have been used for program improvement. Point to a specific example of how an assessment provided the program with data it could use for improvement and what that improvement was, if possible, also show evidence of the improvement. You may look at data from the two previous academic years to support this case.*

Respond here:

1. Common Core tests – questions were revised in the following courses:  
BULW 3310 (Sum '20), MGMT 3310 (Sp '20) – shows improvement, MGMT 3320 (F '20) shows improvement and core material covered in all sections, MKTG 3310 (F '18) revised questions with new textbook, slight improvement and consistent, MISY 3310 (F '21) revised questions with new textbook – improvement.
2. As a results of analysis of AoL findings for the past 5 years, CoB faculty approved the development of a new business core course (BUSI 2300) to address the areas of critical thinking, decision-making, and professional business communication. This course was revised to include more rigor and changed to MGMT 3300.
3. Critical Thinking Rubric was revised for Spring 2022. Will continue to monitor.
4. Written Communication Rubric was revised for Spring 2021.
5. BUAL 2310 was replaced with BUAL 2305 beginning Fall 2021.
6. A pilot program with PitchVantage was available in one section of BCOM 3350 for Fall 2019. Student feedback it was not meaningful enough to purchase by the student. Power Point Coach was used in place of PitchVantage in BULW 3310 Fall 2022. A grant was awarded, and CoB purchased PitchVantage. Pitch Perfect is a passport professional development tool used in MKTG 3310 in Spring 2023.
7. The Accreditation & Assessment committee will review the data from both the CoB conducted survey & the NASCE survey as well as the recommendations of the NASCE report to develop a plan to increase the level of service and engagement of COB Students. The COB now has a Community Service Committee for faculty, staff & students to participate in events. Still in progress.
8. New online offerings: BBA in Marketing, HR Management and Finance
9. Updated the BBA in Accounting and a new track - Management Accounting and Analytics
10. The BBA in MISY Enterprise Systems Track is offered on-campus and now offered online in Spring 2022.
11. The BBA in MISY Business Analytics Track is offered on-campus & online beginning Spring 2021.

### Program Highlights Since Last Report

*Identify and briefly discuss any programmatic curriculum changes made since the last report (e.g. new courses, course changes, SLO changes, course deletions).*

Respond here:

BCOM 3350 is no longer a core requirement, therefore, MGMT 3300/3310 is used for assessments.

### Approval of New and Revised Classes:

- MGMT 3350-- International Business is approved
- BUAL 3330 --



Table 1. Assessment Results and Analyses for Current Cycle.

STAGE 1: PLAN				STAGE 2: DO		STAGE 3: STUDY
Departmental Student Learning Goal	Program Student Learning Outcome	Assessment	Assessment Method/Location	Benchmark Expectations	Data Results	Actions/Goals Based on Data Results* What do the data tell you? How will you use this data? How were data from the last cycle used to make changes during this cycle, and What were the results of those changes?
LG 1 Demonstrate proficiency within the basic business disciplines including quantitative methods and technological applications	Demonstrate proficiency within the basic business disciplines including quantitative methods and technological applications	BAT	MGMT 4370	Overall, BBA students will score equal to or greater than the weighted average of schools administering the BAT in ACCT, ECON, FINC, MGMT, MIS, MKTG, BUAL, Ethics and Supply Chain MGMT.	For Lamar Accounting: Fall 2021 84% (On-campus: 84% Online: NT); Spring 2022 70%(On-campus: 68% Online:71%): For All schools: Fall 2021 67%; Spring 2022 67% For Lamar Economics: Fall 2021 77% (On-campus:77% Online: NT); Spring 2022 64%(On-campus:59% Online: 67%): For All schools Fall 2021 58%; Spring 2022 58% For Lamar	

Spring 2022  
69%(On-  
campus:67%O  
nline:70%): For  
All schools:  
Fall 2020 63%;  
Spring 2021  
63% For  
Lamar  
Management:  
Fall 2021 78%  
(On-  
campus:78%  
Online:NT);  
Spring  
202264% (On-  
campus:62%  
Online:66%):  
For All  
schools: Fall  
2021 60%;  
Spring 2022  
60%For Lamar  
Management  
Information  
Systems MIS:  
Fall 2021 70%  
(On-  
campus:70%O  
nline:NT);  
Spring 2022  
58% (On-  
campus:55%  
Online:60%):  
For All  
schools: Fall  
202153%;  
Spring 2022  
53%For Lamar  
Marketing: Fall

Online:NT);







A set of Common  
questions in BULW  
1370

Set of common  
questions will  
be  
administered in  
all section of  
Business  
Environment  
and Public  
Policy to  
evaluate  
students'

administered in all sections of ECON 2301 to evaluate students' mastery of principles in macroeconomics.

70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most students should achieve a passing grade in the basic concepts of the course.

benchmark in Fall 2021 (On-campus N/T, Online 75%). In Spring 2022 81% of the students did meet the benchmark (On-

		the principles of finance.		passing grade. Most students should achieve a passing grade in the basic concepts of the course.	students did not meet the benchmark (On-campus 54%, Online NT%).	
	A set of Common questions in MGMT 3310	A set of common questions will be administered in all sections of MGMT 3310 to evaluate students' mastery of the principles of management.	MGMT 3310	Eighty percent of students will achieve an overall score of 70% or better on the common questions. Rationale: Seventy percent is a passing grade. Most students should achieve a passing grade in the basic concepts of the course.	In MGMT 3310, 81% of the students met the benchmark in Fall 2021 (On-campus 56%, Online 98%). In Spring 2022 84% of the students met the benchmark (On-campus 49%, Online 99%).	BBA students did meet the benchmark for the Common Core for MGMT 3310 for Fall 2021 and Spring 2022.
	A set of Common questions in MGMT 3320	A set of common questions will be administered in all sections of MGMT 3320 to				

A set of Common questions in MISY 3310

A set of common questions will be administered in all sections of MISY 3310 to evaluate students' mastery of the principles of information systems.

MISY 3310

Eighty percent of students will achieve an overall score of

students' capabilities in financial analysis, financial management, operations management, marketing management, and human resource management. Since the game requires students to make decisions on sustainability and

					Fall 2021: 50%(On- campus:50%, Online:N/T) andSpring 2022: 44%(On- campus:36%, Online:49%)	
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BBA Survey

Senior  
business  
students  
complete the  
College of  
Business BBA  
Survey as part  
of the capstone



Since the  
game requires  
students to  
make  
decisions  
on sustainability  
and

					skills Fall 2021: 71% (On-campus:71%, Online:N/T); Spring 2022: 87% (On-campus:90%, Online 85%).	
		<p>Critical Thinking Rubric Students' critical thinking skills are evaluated on a written assignment. Students are assessed on the following areas: recognizing assumptions, evaluating arguments, and drawing conclusions.</p>	BUSI 2300 & MGMT 4370	<p>In MGMT 4370 &amp; BUSI 2300, 80% of BBA students will receive proficiency or high proficiency (1 or 2) on the stages of critical thinking in assignments. Recognizing assumptions, evaluating arguments, &amp; drawing conclusions.</p>	<p>Fall 2021 Students in MGMT 4370 met the benchmarks in all three criteria in Fall 2021</p> <p>Recognize Assumptions: Fall 2021 100% (On-campus 100%, Online NT) Evaluate Arguments: Fall 2021 100% (On-campus 100%, Online NT) Draw Conclusions: Fall 2021 100% (On-campus 100%, Online NT)</p> <p>Fall 2021 Students in BUSI 2300/MGMT 3300 met all three benchmarks in Fall</p>	<p>BBA students met the benchmark in critical thinking in all areas in MGMT 4370 &amp; BUSI 3300 for Fall 2021. Critical Thinking Rubric was updated Spring 2022.</p>

					<p>2021Recognize  Assumptions:  Fall 2021 91%  (On-campus NT, Online 91%)Evaluate  Arguments:  Fall 2021 84%  (On-campus NT, Online 84%)Draw  Conclusions:  Fall 2021 82%  (On-campus NT, Online 82%)</p>	
		<p>Critical Thinking Rubric  Student s' critical thinking skills are evaluated on a written assignment. Students are assessed on the following areas:  Documents Purpose, Preview of Key Supporting Points and Details &amp; Review. \</p>	<p>MGMT 4370 &amp; MGMT 3300</p>	<p>In MGMT 4370 &amp; MGMT 3300, 80% of BBA students will receive proficiency or highprof rating (3 or 4) on the stages of critical thinking in assignments. Documents Purpose, Preview of Key Supporting Points and Details &amp; Review.</p>	<p>MGMT 4370 - Spring 2022:  The Critical Thinking Rubric was updated:  Students in MGMT 4370 partially met the benchmarks  Documents Purpose:  Spring 2022: 90% (On-campus 83%, Online 97%)  Preview of Key Supporting Points: Spring 2022 39% (On-campus 46%, Online 33%)  Details</p>	<p>BBA students met the benchmark in critical thinking in all areas in MGMT 4370 &amp; MGMT 3300 for Spring 2022.</p>

and Review:  
Spring 2022:  
85% (On-  
campus 93%,  
Online  
97%)  
Spring  
2022:  
The  
Critical  
Thinking  
Rubric was  
updated:  
Students in MGMT  
3300 met the  
benchmarks  
Documents  
Purpose:  
Spring 2022:  
85% (On-  
campus NT%,  
Online  
85%)  
Preview  
of Key  
Supporting  
Points:  
Spring  
2022 83% (On-  
campus NT%,  
Online  
83%)  
Details  
and Review:  
Spring 2022:  
83% (On-  
campus NT%,  
Online 83%)

		<p>capstone business course MGMT 4370 Strategic Analysis.</p> <p>Oral Presentation Rubric During their case analysis presentations students were assessed on their organization, voice quality, mannerisms, use of media, and quality of conclusion, vocabulary, and their use of technology. The oral communication rubric will be utilized to evaluate students' presentations skills in BCOM 3350.</p>	<p>BCOM 3350</p>	<p>on: your oral presentations skills.</p> <p>Eighty percent of BBA students will receive an acceptable or exemplary rating (1 or 2) in Content Focus on Audience Clarity Completeness, Delivery Tone Speed, Format &amp; Technique and Grammar Mechanics on their oral communication skills.</p>	<p>"Content Focus on Audience Clarity Completeness" : Fall 2021 99%: (On campus - NT%, Online - 99%), Spring 2022 97% (On campus NT, Online 97%) "Delivery Tone Speed": Fall 2021 at 99% (On campus - NT, Online - 99%), Spring 2022 100% (On campus NT, Online 100%) "Format &amp; Technique" Fall 2021 99% (On campus NT, Online 99%) Spring 2022 100% (On campus NT, Online 100%) "Grammar Mechanics" Fall 2021 99% (On campus NT, Online</p>	<p>BBA students met the overall benchmark in both Fall 2021</p>
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		mechanics and style of their written assignments.		written assignments.	100%) For "Style" the results were Spring 2022 at 38% (On campus 48%, Online) 31% MGMT 3310 – Spring 2022 For "Grammar Mechanics" the results were Spring 2022 at 92% (On campus 97%, Online 88%) For "Style" the results were Spring 2022 at 64% (On campus 68%, Online 58%)	
LG 7 Demonstrate awareness of social responsibility by experiencing service to business and the community.	Demonstrate awareness of social responsibility by experiencing service to business and the community.					



management, and human resource management. Since the game requires students to make decisions on sustainability and environmental issues it is used to measure

		<p>Service and Community EngagementA third party survey, the National Assessment of Service and Community Engagement, will be administered every 3 years to assess progress in developing a culture of community service at the college.</p>		<p>"Established" of Community Engage. meaning service is a significant component of our culture, but potential for greater contribution exists. Full integration of community engage. requires college-wide reflection and greater commitment.</p>	<p>the CoB Score is "Evolving".</p>
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Table 2. Continuous Improvement Results Since Last Report

Stage 4: ACT		
<p>Actions/Goals Based on Data Results</p> <p><i>*Copy last cycle's actions/goals and report on progress toward continuous improvement on those here.</i></p>	<p>Status</p> <p><i>C=Complete</i></p> <p><i>P=Progressing</i></p> <p><i>N=No Action Taken</i></p>	<p>Discussion of Status</p> <p><i>If C, describe efforts that led to accomplishment of actions/goals.</i></p> <p><i>If P, provide update on progress made toward accomplishing actions/goals and what tasks remain</i></p> <p><i>If N, discuss why action toward accomplishing actions/goals has been delayed and what work will be initiated toward accomplishment.</i></p>



<p>LG 5 Invite at least one speaker on global perspectives each year. Students in MGMT 4370 are trained on global business simulation. Students in MISY 3310 and ECON 2301 participate in global awareness projects. Begin to target undergraduates for overseas travel (study abroad). Survey faculty regarding the desire for the development of core curriculum course in International Business. With approval of faculty, begin development of core class in International Business.</p>	<p>P</p>	<p>In addition to Spain Study Abroad, Spain is now offered twice a year. Greece is now offered Sum '23. International Business is now a BBA core requirement. Study Abroad course, course transferred from an institution with a study-abroad agreement with Lamar University. ECON 3350 International Trade, FINC 3370 International Finance, MKTG 4330 International Marketing, MGMT 3350 International Business.</p>
<p>LG 5 Global Perspectives will also be measured in the new international business core that will be offered in Sp2022 and future newly developed international courses.</p>	<p>P</p>	<p>Class created in Sp' 22 will develop assessments measures. Study Abroad course, course transferred from an institution with a study-abroad agreement with Lamar University. ECON 3350 International Trade, FINC 3370 International Finance, MKTG 4330 International Marketing, MGMT 3350 International Business.</p>
<p>LG 7 The Accreditation and Assessment committee will review the data from both the COB -conducted survey and the NASCE survey as well as the recommendations of the NASCE report to develop a plan to increase the level of service and engagement of COB students.</p>	<p>P</p>	<p>COB Community Service Committee establieWstL/F4</p>