

Measurement and Analysis of Student Learning and Performance

Analysis of Results												
Performance Measure	Description of Measurement Instrument to include	Areas of Success	Results of action taken (occurs in the following years)	Graphs								
BBA Students will demonstrate a proficiency in Financial Management: 60% of students will complete the course Financial Management with a rank of 75% or above.	Formative, Direct and Internal assessment	On average 72% of the students met the standard over the period 2012-2014.	Success rate continued to be monitored.	<p>Financial Management</p> <table border="1"> <caption>Financial Management Success Rates</caption> <thead> <tr> <th>Year</th> <th>Success Rate</th> </tr> </thead> <tbody> <tr> <td>Fall 2012</td> <td>81%</td> </tr> <tr> <td>Fall 2013</td> <td>77%</td> </tr> <tr> <td>Fall 2014</td> <td>58%</td> </tr> </tbody> </table>	Year	Success Rate	Fall 2012	81%	Fall 2013	77%	Fall 2014	58%
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BBA Students will demonstrate a proficiency in Operations Management: 60% of students will complete the course Operations Management with a rank of 75% or above.	Formative, Direct and Internal assessment	On average 67% of the students met the standard over the period 2012-2015.	Success rate continued to be monitored.	<p>Operations Management</p> <table border="1"> <caption>Operations Management Success Rates</caption> <thead> <tr> <th>Year</th> <th>Success Rate</th> </tr> </thead> <tbody> <tr> <td>Winter 12-13</td> <td>78%</td> </tr> <tr> <td>Winter 13-14</td> <td>77%</td> </tr> <tr> <td>Winter 14-15</td> <td>47%</td> </tr> </tbody> </table>	Year	Success Rate	Winter 12-13	78%	Winter 13-14	77%	Winter 14-15	47%
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BBA Students will demonstrate a proficiency in International Marketing: 60% of students will complete the course International Marketing with a rank of 75% or above.	Formative, Direct and Internal assessment	On average 97% of the students met the standard over the period 2012-2015.	Success rate continued to be monitored.	<p>International Marketing</p> <table border="1"> <caption>International Marketing Success Rates</caption> <thead> <tr> <th>Year</th> <th>Success Rate</th> </tr> </thead> <tbody> <tr> <td>Winter 12-13</td> <td>100%</td> </tr> <tr> <td>Winter 13-14</td> <td>95%</td> </tr> <tr> <td>Winter 14-15</td> <td>96%</td> </tr> </tbody> </table>	Year	Success Rate	Winter 12-13	100%	Winter 13-14	95%	Winter 14-15	96%
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BBA Students will demonstrate a proficiency in Global Human Resources: 60% of students will complete the course Global Human Resources with a rank of 75% or above.	Formative, Direct and Internal assessment	On average 70% of the students met the standard over the period 2013-2015.	Success rate continued to be monitored.	<p>Global Human Resources</p> <table border="1"> <caption>Global Human Resources Success Rates</caption> <thead> <tr> <th>Year</th> <th>Success Rate</th> </tr> </thead> <tbody> <tr> <td>Summer 13</td> <td>70%</td> </tr> <tr> <td>Summer 14</td> <td>80%</td> </tr> <tr> <td>Summer 15</td> <td>61%</td> </tr> </tbody> </table>	Year	Success Rate	Summer 13	70%	Summer 14	80%	Summer 15	61%
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60% of the BBA Students will successfully complete the bachelor's level capstone course Entrepreneurship module with a rank of 75% or above.	Capstone course - Summative, Formative, Direct and Internal assessment	On average 58% of the students met the standard over the period 2013-2015.	Success rate continued to be monitored.	<p>Entrepreneurship</p> <table border="1"> <caption>Entrepreneurship Success Rates</caption> <thead> <tr> <th>Year</th> <th>Success Rate</th> </tr> </thead> <tbody> <tr> <td>Summer 13</td> <td>52%</td> </tr> <tr> <td>Summer 14</td> <td>31%</td> </tr> <tr> <td>Summer 15</td> <td>92%</td> </tr> </tbody> </table>	Year	Success Rate	Summer 13	52%	Summer 14	31%	Summer 15	92%
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