Annual Assessment Report 2023-2024

MS Business Analytics

Department of College of Business Administration

College of Business Administration

CONTACT
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Name of Person Completing Report Hyounae (Kelly) Min

DISCIPLINARY ACCREDITATION No

DEVELOPMENT AND DOCUMENTATION OF STUDENT LEARNING OUTCOMES
How were the program's SLOs developed? (select all that apply)
   o We do not have disciplinary accreditation but drew from our disciplinary/professional organizations, and developed our SLOs as a program/department.
   o We developed them as a program/department using our own knowledge and expertise of the field.

Other than the CPP Catalog and the Office of Assessment and Program Review website, where else are your SLOs published? Select all that apply.
   • Department Website - provide URL: https://www.cpp.edu/cba/graduate-business-programs/programs/master-science-business-analytics.shtml

ASSESSMENT ACTIVITIES IN 2023-2024

This section provides the opportunity for programs to share and discuss assessment activities conducted in **AY 2023-2024.** This includes data collection, rubric development, data analysis, discussion of findings, development or implementation of closing the loop improvement strategies, update of your assessment plan and/or curriculum matrix, etc.

How many total SLOs does your program assess according to your assessment plan?
   • 7

How many SLOs did your program assess this past year in 2023-2024?

- My program assessed SLOs in AY 2023-2024 (e.g., artifact collection, scoring, closing the loop, etc.).

Please list the SLOs examined

- SLO #1: SLO1a. Students will be able to effectively impart business analytics problems, methods, and solutions orally.
- SLO #2: SLO1b. Students will be able to effectively describe business analytics problems, methods, and solutions in writing.

Student Learning Outcome (SLO): SLO1a. Students will be able to effectively impart business analytics problems, methods, and solutions orally.

Assessment Activities	Evidence Used	Evaluation and Interpretation of Evidence
• Collected/Analyzed/Developed/Modified/Discussed assessment tools	• Oral performance (e.g., presentation, defense, conference presentation, etc.) (Direct) • Thesis or dissertation (graduate-level only) (Direct)	• Used rubric or scoring guide

Findings			
N of Artifacts	Criterion Used	Goal Met	Eye-opening Result
63	• 75% of the students should receive at least 3 (satisfactory) out of 5.	Yes	• Although most students were assessed at the satisfactory level, only a small percentage (21%)were evaluated as "very good" (4 out of 5).

Student Learning Outcome (SLO): SLO1b. Students will be able to effectively describe business analytics problems, methods, and solutions in writing.

Assessment Activities	Evidence Used	Evaluation and Interpretation of Evidence
• Collected/Analyzed/Developed/Modified/Discussed assessment tools • Closing the loop (e.g., investigated other pressing issues related to SLO achievement, changed course sequence, etc.). Please explain: The assessment findings for the MSBA program in AY 2023-2024 indicate that the program has successfully achieved student learning outcomes related to communication (SLO 1aand 1b). However, there are concerns about the design of the assessment criteria and evaluation scales. Most students were rated at the satisfaction level, highlighting the need to revise the evaluation scales. Additionally, there was a noticeable discrepancy between evaluators, with one being more generous than the other, suggesting the importance of involving multiple evaluators in the process. Therefore, the MSBA program will review and refine the assessment criteria, procedures, and measurement scales to enhance their effectiveness for AY2024-2025.	• Thesis or dissertation (graduate-level only) (Direct)	• Used rubric or scoring guide

Findings			
N of Artifacts	**Criterion Used**	**Goal Met**	**Eye-opening Result**
12	• 75% of the students should receive at least 3 (satisfactory) out of 5.	Yes	• 78% of student groups got the score over 3. This performance is not ideal since individual students outperform the writing goal.

IMPROVING THROUGH ASSESSMENT

Overall, what best describes how the program used the results in 2023-2024? Select all that apply.
- Course-level changes (e.g., syllabus, content, pedagogy)

Ideas to improve student learning can come from different constituents. With whom did the program discuss assessment planning and/or share results during AY 2023-2024? Select all that apply.
- Program/department faculty as whole

The past academic year posed both challenges and opportunities. Please share any assessment discoveries (e.g., insights about assessment procedures, great achievements, etc.) regarding program assessment in 2023-2024 so that others may learn from your experiences.

N/A

Please share how the program triangulates various data sources to determine student success. Consider assessment findings, CPP's GI2025 markers, CSU Dashboard, CPP's Student Success Dashboard on Tableau, CPP's Graduating Senior Survey on Tableau, course evaluations, etc.

N/A

Does the program offer a certificate or credential (e.g., teaching credential)?
- No

The most current assessment plan and curriculum matrix we have on file for your program may be found here. To ensure we have the most updated assessment plan and curriculum matrix for your program, and for posting on our website, please upload the following documents:

Assessment Plan - Yes

Curriculum Matrix - Yes

If you would like us to review other assessment documents such as your evidence (e.g., assignment, survey, interview questions etc.) or scoring rubric, please upload/provide them. (Select all that apply)

- Evidence