Bachelor of Business Administration Annual Program Report Template

Year:	2022-2023
Program:	BBA
Contact Person (include email &	Dr. Kakoli Bandyopadhyay, k.b@lamar.edu, 409 880 8627
phone#)	

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. BUAL 3330 Data Analytics in Business is revised, developed, and offered as an upper-level elective class to introduce students to data analytics as it applies to businesses. The software used, the course descriptions, and the learning outcomes were all revised.
- 2. BBA in MIS is in the process of getting STEM-certified.
- 3. The certificate in data analytics is getting a sixth course added to it to increase the depth of the knowledge for students
- 4. The oral presentation assessment is in progress. Two types of presentations were taught presentation with data (ACCT 2301) and persuasive speech (BULW 3310). For grading an Oral Presentation rubric was used with some tweaks for each different type of speech. Students utilized Pitch Vantage, a software allowing them to practice their presentations before a reactive digital audience. The tool assesses their voice tone and volume and gives immediate feedback. Students can practice with their

Res	por	nd here:
	1.	Changed the CIP code from Business to STEM-certified Information Sciences for Bachelor of Business Administration with a Major in

For Lamar
Finance: Fall
2022 77% (On-
campus:70%O
nline:83);
Spring 2023
74%(On-
campus:70%O
nline:76%):
For All
schools: Fall
2022 66%;
Spring 2023
66%.
For Lamar
Management:
Fall 2022 70%
(On-
campus:66%
Online:66%);
Spring 2023
69% (On-
campus:63%
Online:72%):
For All
schools: Fall
2022 61%;
Spring 2023
61%.
For Lamar
Management
Information
Systems MISY: Fall
2022 64% (On-
campus:61%O
nline:68%);
Spring 2023
65% (On-

campus:60%
Online:67%):
For All
schools: Fall
2022 53%;
Spring 2023
53%.
For Lamar
Marketing:
Fall 2022 81%
(On-
campus:79%
Online:83%);
Spring 2023
82%(On-
campus:79%
Online:84%):
For All
schools: Fall
2022 70%;
Spring 2023
70%.
For Lamar
Statistics: Fall
2022 66% (On-
campus:61% Online:71%);
Spring 2023
64% (On-
campus: 60%
Online:65%):
For All
schools: Fall
2022 54%;
Spring 2023
54%.
For Lamar
Supply Chain
Management:

		2022 56%;	
		Spring 2023	
		53%	

BBA student satisfaction survey in	Senior business students complete the College of Business BBA Survey as part of the capstone business course MGMT 4370 Strategic Analysis.	MGMT 4370	80% of BBA students will list satisfied (2) to the following questions: Thinking only about the classes you have taken in the CoB, please rate your satisfaction with the quality of: Adequacy of bus. core courses; quality of courses for employment.	Fall 2022: 31%(On- campus:25%,O nline:37%) and Spring2023: 37% (On- campus:27%,O nline:44%)"Hu man Resource Management": Fall 2022: 65%(On- campus:80%,O nline:50%) andSpring 2023: 66%(On- campus:64%,O nline:67%) Results of the BBA Satisfaction Survey for 2022-23 rating adequacy of preparation for business concentration courses show the benchmark was met for both semesters: Fall 2022: 80% (On-campus: 79%, Online: 81%); Spring 2023 NA (On- campus: NA,Online	Results of the BBA Satisfaction Survey for 2022- 23 rating adequacy of preparation for business concentration courses show the benchmark was met for Satisfaction Survey for 2022- 23 rating preparation for employment show the
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mastery of legal concepts in the following areas: environmental law, consumer law, and employment law. students should achieve a passing grade in the basic concepts of the course. macroeconomi cs.

students should achieve a passing grade in the basic concepts of the course.

		concepts of the course.	NA, Online 91%).	
A set of Common questions in MGMT 3310	A set of common			

administered in all sections of MKTG 3310 to evaluate students' mastery of the principles of marketing. 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 2022 (Oncampus 100%,Online 99%). In Spring 2023 91% of the students met the benchmark (On-campus and consensus problem solving, and students' building consensus building capabilities in

		4370 Strategic Analysis.		effectively in teams; your leadership skills.	Online: NA).Leadershi p Ability: Fall 2022: 83% (On- campus:79%; Online- 89%); Spring 2023: NA (On- campus:NA; Online- NA).	
LG 3 Utilize critical thinking skills and incorporate ethical considerations in decision making.	Utilize critical thinking skills and incorporate ethical considerations in decision making.	BSG The capstone simulation (Business Strategy Game) is used to evaluate 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 environmental	MGMT 4370	Lamar BBA students, as a whole, will score at or above the 50th percentile nationwide in Strategic Analysis & Planning.	Fall 2022: 45% (On-campus:43%; Online: 48%); Spring 2023: 48% (On-campus:45%; Online:50%).	The benchmarks are not met.

thinking skills are evaluated on a written assignment. Students are assessed on the following areas: **Documents** Purpose, Preview of Key Supporting Points and Details & Review.

proficiency or high prof rating (3 or 4) on the

42 on the

Persuasive	BULW 3310,	Eighty percent	BULW 3310	BULW 3310 was measured
		exact same data.		
		presenting the		
		groups aren't		
		ensure that		
		This will also		
		assignment.		
		for the		
		prepare the data		
		research and		
		student/group will have to		
		driven. Each		
		more data	99%	
		will then be	Mechanics	
		presentation	Grammar	
		forward- this	Spring 2023	
		present going	Fall 2022 NA /	
		required to		
		students will be	99%	
		project that	Technique	
		small data	Format &	
		F'23: include a	Spring 2023	
		Changes made	Fall 2022 NA /	
		data driven.	Speca 10070	
		itself wasn't	Speed 100%	
		presentation	Delivery Tone	
		However, the	Spring 2023	
		(Chapter from the textbook).	Fall 2022 NA /	
		about data	100%	
		presented was	Completeness	
		information	Clarity	
		minutes. The	on Audience	
		pres. Each 3-5	Content focus	
presentation		student group	Spring 2023	
Data	MISY 3310	Spring 23	Fall 2022 NA /	

rubric. During the presentation, students were assessed based on content focus on audience clarity completeness, delivery tone speed, format and technique and grammar mechanics. This was utilized to evaluate student performance in **BULW 3310** F22, MKTG 3310 Sp23.

will receive acceptable or exemplary (1 or 2) on the content focus on audience clarity completeness, delivery tone speed, format and technique and grammar mechanics.

Content focus on audience clarity completeness 100% (on campus-100%, online-NT)

Delivery tone speed 100% (on campus-100%, online-NT)

Format and technique 99% (on campus-99%, online-NT)

Grammar mechanics 100% (on campus- 100%, online -NT)

MKTG 3310 Spring 2023: Content focus on audience clarity completeness 100% (on campus-NT, onlineNT, online99%)

Format and technique 99% (on campusNT, online100%)

Grammar mechanics 100% (on campus- NT, online100% on campus- NT, online-100%)

LG 5 Understand global perspectives in business

Understand global perspectives in business

BBA Survey Senior business students complete the

Business BBA Survey as part of the capstone

a clear, concise, and effective manner. concise, and effective manner.

business students complete the College of Business BBA Survey as part of the capstone business course MGMT 4370 Strategic Analysis.

campus NT, Online 100%)

"Style" Fall 2022 NA,

to measure students' awareness of social		
responsibility		
issues.		

BBA Survey
Hours of
Service to
Business &
Community
On an annual
basis,
community
service-hours

(Oncampus -NA, Online-NA) At least 8 hours per semester community service (80%)inventory of student service activities in Fall 2022 NA (oncampus -NA, Online-NA) For spring 2023 NA(oncampus-NA, Online NA) **National** All BBA The CoB will

Assessment of Service and Community Engagement A 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

All BBA The CoB students

Community Engage.

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		service at the	greater		
		college.	commitment.		
LG 8: Incorporate	Incorporate ethical				
ethical	considerations in				

considerations in decision making. decision making.

Survey as part of the capstone business course MGMT 4370 Strategic Analysis. Ethical written assignment marked under attentiveness, intelligent and responsible and only responsible.	MGMT 3300	Eighty percent of the student will be proficient or competent on it.	2023 NA (oncampus- NA, online- NA) Fall 2022 & Spring 2023: Be attentive NA (on campus- NA, Online- NA) Be intelligent and reasonable
responsible.			and reasonable NA(on campus-NA, Online-NA) Be responsible NA(On campus- NA, Online-NA)

Table 2. Continuous Improvement Results Since Last Report

	For ECON 2301 and 2302, during 2022-2023 there are several changes made to the course to enhance students' mastery of critical thinking and empirical/quantitative skills: 1. Adoption of the new edition of the textbook, 2. Engaging students with homework/quizzes for each topic, 3. Ask students discussion questions related to the topics covered in the course and the current economic issues discussed in the news, 4. New videos are provided, and alternative literature/cases are used.
LG 3 & LG 6 As a result of analysis of Assurance of Learning findings for the past 5 years, COB faculty approved the development of a new business core course at the sophomore level to address the areas of critical thinking, decision-making, and professional business communication. LG 3 Critical Thinking Rubric was updated for Spring 2022. Written assignments in MGMT 3300 and MGMT 4370 are being used to	Course BUSI 2300 was created then changed/updated to MGMT 3300. CT rubric was updated, not efficient data. Will continue to monitor. The goals are partially met with the revised rubric. We will continue to monitor the student

type of speech. Students utilize

LG 7 The Accreditation and Assessment	P	COB Community Service Committee
committee is reviewing the data from both the		established
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.		
LG 7 The other semesters not administering the	P	Will continue to develop.
NASCE, the Director of Accreditation and		
Assessments will administer the student service		
survey using Qualtrics in a freshman and junior		
level core course.		

New goal 2022-2023 for