2025-2026 Annual Academic Assessment Plan
Bachelor of Science in Business Administration

Mission

The mission of the College of Business Administrations is to prepare profession-ready global leaders.
The Bachelor of Science in Business Administration permits a student to obtain a wide perspective in business with required courses in Accounting, Finance, Economics, Management, Marketing, and Management Information Systems.
College of Business students studying on-campus may pursue additional business knowledge by obtaining concentrations in Accounting, Finance and Economics, International Business, Hospitality and Tourism Management,or Marketing. Each concentration requires completion of a minimum of 4 courses, or 12 credit hours.
College of Business studying online may pursue additional business knowledge by enrolling in online business courses or by taking courses in other professional areas throughout the campus, including courses offered in the College of Liberal Arts and the College of Professional Studies.
To complete the bachelor's degree, students must complete a minimum total of 120 credits with a cumulative grade point average of at least 2.0.

Academic Year 2026

Bachelor of Science in Business Administration Learning Outcomes

Program Learning Outcome 1 MET

Ethical Reasoning Skills

MEASURES	RESULTS	ACTIONS
PLO1 Assessment Assignment Direct - Assignment *Business Law and Ethics: MGMT 3061* MGMT3061 F2F Assessment for PLO1 - Assignment Instruction.pptx MGMT 3061 Online&Hybrid Assessment for PLO1 - CASE STUDY Instruction.docx	MET **Summary** **BSBA PLO 1 - Ethical Reasoning** **MGMT 3061 Overall Assessment, Spring 2026** Overall Results - Evaluation of the Measure Activity **Course:** MGMT 3061 **Term:** Spring 2026 **Sections Included:** Face-to-Face, Online, and Hybrid **Total Students Assessed:** 58 The Spring 2026 assessment combines results from the Face-to-Face section and the combined Online/Hybrid sections. The Face-to-Face section used a group ethics case presentation, while the Online/Hybrid sections used individual ethics discussion posts. MGMT 3061 F2F Valuation - BSBA PLO1Ethical Reasoning .docx MGMT 3061 Online&Hybrid Valuation - BSBA PLO1 Ethical Reasoning.docx **Analysis** • Overall performance was strong: 50 of 58 assessed students (86.2%) met or exceeded expectations for BSBA PLO 1, and 49 students (84.5%) exceeded expectations. • The Face-to-Face section showed uniformly high assessed performance, while the combined Online/Hybrid sections showed greater variation. • The difference should be interpreted cautiously because the assessment formats were different: Face-to-Face students completed a group presentation, while Online/Hybrid	*No actions have been added.*

	students completed individual discussion posts. • The Online/Hybrid results include eight students below expectations; their individual artifacts should be reviewed before attributing the gap to modality or another factor. • The two assessment approaches are complementary: the Face-to-Face activity captures collaborative application of ethical concepts, while the Online/Hybrid discussion posts provide stronger evidence of individual reasoning.	

Conclusion

Overall Findings

- Overall performance was strong: 50 of 58 assessed students (86.2%) met or exceeded expectations for BSBA PLO 1, and 49 students (84.5%) exceeded expectations.
- The Face-to-Face section showed uniformly high assessed performance, while the combined Online/Hybrid sections showed greater variation.
- The difference should be interpreted cautiously because the assessment formats were different: Face-to-Face students completed a group presentation, while Online/Hybrid students completed individual discussion posts.
- The Online/Hybrid results include eight students below expectations; their individual artifacts should be reviewed before attributing the gap to modality or another factor.
- The two assessment approaches are complementary: the Face-to-Face activity captures collaborative application of ethical concepts, while the Online/Hybrid discussion posts provide stronger evidence of individual reasoning.

Conclusion
Across the Spring 2026 MGMT 3061 sections, 86.2% of 58 assessed students met or exceeded expectations for BSBA PLO 1, indicating generally strong achievement in ethical reasoning. Face-to-Face results were uniformly high, while Online/Hybrid results showed greater variation. Because the modalities used different assessment formats, the observed differences should not be attributed to modality alone. Greater rubric alignment, an individual component in Face-to-Face, and separate Online/Hybrid reporting would improve comparability and strengthen the next assessment cycle.

Assessment Report Summary

MGMT 3061 was used to assess BSBA PLO 1 - Ethical Reasoning in Spring 2026 across Face-to-Face, Online, and Hybrid sections. The F2F section used a group ethics case presentation, while Online and Hybrid sections used individual discussion posts. Overall, 50 of 58 assessed students (86.2%) met or exceeded expectations, including 49 students (84.5%) who exceeded expectations. Results indicate generally strong achievement of the PLO, although performance varied across sections and assessment formats. Future assessment should improve rubric alignment across modalities, include an individual component in the F2F section, and report Online and Hybrid results separately when possible.

Modality	Assessed	Below	Meet	Exceed	Meet or Better	Meet/Exceed %	Exceed %
Face-to-Face	23	0	0	23	23	100%	100%
Online + Hybrid	35	8	1	26	27	77.1%	74.3%
Overall	58	8	1	49	50	86.2%	84.5%