

Mission

The Master of Science in Business Analytics and Information Security is designed to create a generation of problem solvers and decision makers who are expert in the areas of information, technology, systems design, and problem solving with automated resources. The program intends that students study and become sensitive to the role of information systems in the health and welfare of any organization. In every class, students will be asked to: comprehensively identify problems; create viable solutions, evaluate competing solutions for efficiency, effectiveness, and appropriateness; and implement chosen solutions in a manner consistent with the heuristic of the IS discipline.

Academic year 2025

Master of Science in Business Analytics and Information Security Learning Outcomes

Concepts and Methods **MET**

Demonstrate an understanding of contemporary Business Analytics concepts and methods

MEASURES	RESULTS	ACTIONS
MSBA PLO 1 Assessment - Foundational Concepts Please see attachment Direct - Quiz (Course-based) <i>Business Analytics for the Big Data Revolution: BAN 6200</i> Target 80% of the students should meet the 80% composite score (B- grade) Artifact Selection and Justification.pdf	MET MSBA PLO 1 Assessment - Foundational Concepts ■ Exceeded ■ Met  0% 100% <i>Values are not shown when too close to each other. Click or use arrow keys to see details.</i> Exceeded: 60% Met: 40% Met Total: 100% Not Met Total: Assessment Methodology and Benchmarks.pdf Analysis The MSBA program has successfully achieved the target for the conceptual component of PLO 1. 60% of the students met the "Excellent Work" criteria for this PLO while 40% met the "Good Work" Criteria. The 100% achievement rate demonstrates that the course design, content, and instruction for the foundational concepts of Business Analytics are highly effective.	Maintain Assessment Strategy 1. Maintain: The current conceptual instruction and quiz structure in BAN 6200 are performing exceptionally and should be maintained. 2. Next Assessment Cycle: The entire focus for the next PLO 1 assessment must be shifted to the "Methods" component (using the Tableau assignments/badges) to validate student proficiency in the full scope of the learning outcome. 3. Retention Note: Report the 2 non-submission rate (2 out of 12 enrolled MSBA students) to the Program Chair for separate investigation and early intervention strategies in future cohorts.

Conclusion

The MSBA program has **successfully achieved** the target for the conceptual component of PLO 1. 60% of the students met the "Excellent Work" criteria for this PLO while 40% met the "Good Work" criteria. The 100% achievement rate demonstrates that the course design, content, and instruction for the foundational concepts of Business Analytics are highly effective.