2025-2026 Annual Academic Assessment Plan
Master of Science in Business Analytics

Mission

The Master of Science in Business Analytics (MSBA) is a STEM-designated program that teaches students how to synthesize data to make better business decisions. Students will learn how to drive business strategy and value through data modeling, data analysis, data visualization, data mining, and machine learning.

After graduating with an MSBA degree, students will leave with the technical skills and business knowledge to transform data into a powerful and predictive strategic asset, elicit actionable insights, make point-in-time decisions, and create a critical advantage to address business management issues across industries.

Academic Year 2026

Master of Science in Business Analytics and Information Security Learning Outcomes

Application MET

Apply modern Business Analytics methods to realize business opportunities

MEASURES	RESULTS	ACTIONS
PLO 2 – Application of Business Analytics Methods (BAN 6300) This measure assesses Program Learning Outcome 2 (PLO 2): "Apply modern Business Analytics methods to realize business opportunities." **Assessment Method:** Direct, course-embedded assessment of student work in BAN 6300 – Data Wrangling with SQL (Spring 2026). **Assessment Artifacts:** Student performance is evaluated using seven applied SQL assignments (21 possible points) and a final SQL project (22 possible points), for a total of 43 points. The assignments assess students' ability to apply SQL-based methods for data acquisition, database management, data integration, querying, data preparation, statistical analysis, and business reporting. The final SQL project provides an integrative assessment requiring students to analyze multiple datasets, address business questions, apply advanced SQL techniques, and communicate actionable business insights. **Assessment Population:** All 11 students enrolled in the course were confirmed as MSBA students and included in the assessment. **Scoring Method:** Individual proficiency is determined by dividing the total points earned on the selected assessment artifacts by the maximum of 43 points. Students achieving at least 80% are considered proficient. The program-level success criterion is that at least 80% of assessed students meet this threshold. Course components unrelated to the selected applied assessment, including quizzes, discussions, participation, and the midterm, are excluded. **Evidence:** Spring 2026 BAN 6300 syllabus, anonymized student gradebook, SQL assignment instructions, and final project instructions and rubric.	**MET** PLO 2 – Application of Business Analytics Methods (BAN 6300) Exceeded Met Not Met  0% 100% Exceeded: 73% Met: 18% Not Met: 9% Met Total: 91% Not Met Total: 9% **Summary** PLO 2 was assessed using Spring 2026 student performance in BAN 6300 – Data Wrangling with SQL. All 11 assessed students were enrolled in the MSBA program. Student proficiency was measured using seven applied SQL assignments (21 points) and a final SQL project (22 points), for a combined maximum of 43 points. Students achieving at least 80% were classified as proficient. Of the 11 students assessed, 10 (90.9%) met or exceeded the proficiency threshold. Eight students (72.7%) achieved Excellent Work (93–100%), two (18.2%) achieved Good Work (80% to less than 93%), and one (9.1%) scored below proficiency. The program successfully met its established target of at least 80% of students demonstrating proficiency. The final SQL project, considered independently, also showed 10 of 11 students achieving at least 80%. These results provide evidence of students' ability to apply SQL-based analytical methods to business-related tasks. However, because individual	**Revise Measurement / Assessment** COMPLETE Strengthen the assessment of PLO 2 by retaining separate rubric scores for technical execution and business insight/decision relevance in future BAN 6300 assessments. Where feasible, preserve representative student submissions and associated rubrics to support independent review of student learning. Continue using applied SQL assignments and the business-oriented final project, as the current approach successfully met the program's established proficiency target.

Direct - Other *Data Wrangling with SQL: BAN 6300* **Target** At least 80% of assessed MSBA students will demonstrate proficiency in PLO 2 by achieving a score of 80% or higher (≥34.4 out of 43 points) on the selected applied SQL assignments and final project in BAN 6300. MSBA_2025-2026_PLO2_Program_Assessment_FINAL.pdf	rubric-dimension scores and completed student submissions were unavailable for independent review, the assessment does not separately establish mastery of every competency associated with PLO 2. MSBA_2025-2026_PLO2_Program_Assessment_FINAL.pdf **Analysis** The 2025–2026 assessment results indicate that the MSBA program successfully met its established benchmark for PLO 2: "Apply modern Business Analytics methods to realize business opportunities." Of the 11 MSBA students assessed in BAN 6300 during Spring 2026, 10 (90.9%) achieved the required proficiency level of at least 80% on the selected applied SQL assignments and final project, exceeding the program target of 80%. Eight students (72.7%) demonstrated Excellent Work (93–100%), two (18.2%) demonstrated Good Work (80% to less than 93%), and one student (9.1%) did not meet the proficiency threshold. The results suggest strong overall student performance in applying SQL-based analytical methods, including database development, data integration, querying, data manipulation, statistical analysis, and business-oriented problem-solving. The final SQL project provides particularly relevant evidence because it requires students to integrate multiple datasets, address business questions using advanced SQL techniques, and communicate meaningful business insights. Ten of the 11 students also achieved at least 80% on this project independently. Although the overall results are positive, the assessment identified opportunities to strengthen the evaluation process. The available gradebook provides composite assignment and project scores but does not separately measure technical execution, analytical interpretation, and the business relevance of student findings. In addition, completed student submissions were not available for independent reassessment. Consequently, while the results support proficiency on the selected applied assessments, they do not independently establish mastery of every dimension of PLO 2. Overall, the assessment demonstrates that the program achieved its established learning outcome benchmark. Future assessments should preserve the applied, business-oriented approach while collecting more detailed evidence of students' analytical and business interpretation competencies.	

Conclusion

The MSBA program successfully achieved Program Learning Outcome 2 (PLO 2) during the 2025–2026 assessment cycle. Assessment of 11 MSBA students enrolled in BAN 6300 – Data Wrangling with SQL (Spring 2026) demonstrated that 10 students (90.9%) achieved the established proficiency threshold of 80%, exceeding the program's target of 80% of students meeting proficiency.
The findings provide positive evidence of students' ability to apply business analytics methods through SQL-based assignments and an integrative final project. However, the assessment also identified an opportunity to strengthen the measurement of distinct competencies, particularly technical execution and the interpretation of analytical results for business decision-making.
The program will therefore maintain its applied assessment approach while improving the collection of rubric-level evidence in future assessment cycles. No immediate curriculum revision is indicated by the current results.