

## Standard #4 Measurement and Analysis of Student Learning and Performance

Use this table to supply data for Criterion 4.2.

Performance Indicator	BSABA - PO1												
<b>1. Student Learning Results</b>	<p>A student learning outcome is one that measures a specific competency attainment. <i>Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination.</i> Add these to the description of the measurement instrument in column two:</p> <p>Direct - Assessing student performance by examining samples of student work                      Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information.                      Formative – An assessment conducted during the student’s education.                      Summative – An assessment conducted at the end of the student’s education.                      Internal – An assessment instrument that was developed within the business unit.                      External – An assessment instrument that was developed outside the business unit.                      Comparative – Compare results between classes, between online and on ground classes, between professors, between programs, between campuses, or compare to external results such as results from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data.</p>												
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results		Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)								
Measurable goal	Do not use grades.	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?									
What is your goal?	(Indicate type of instrument) direct, formative, internal, comparative												
PO1 - Know key principles of business and management disciplines and their business applications...	Direct Assessment of gradeable activities from several courses mapped to PO1 using grading rubricq	Goal is for 70 percent of students to score above 70 percent.	There appears to be a negative trend; however, some of the activities used to assess PO1 have changed or have become more directly related to the BSABA degree. Prior to 2014-2015, the same activities were used for both the BSTM and BSABA.	BSABA will continue to monitor the trend. With the change of activities used to assess PO1 there could be some issues related to the activities. Results clearly continue to meet the goal.	<div style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;"><b>BSABA - PO 1:</b></p> <table border="1" style="margin-top: 10px; width: 100%; border-collapse: collapse;"> <caption>BSABA - PO 1 Score Data</caption> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2012-2013</td> <td>95</td> </tr> <tr> <td>2013-2014</td> <td>90</td> </tr> <tr> <td>2014-2015</td> <td>88</td> </tr> </tbody> </table> </div>	Year	Score	2012-2013	95	2013-2014	90	2014-2015	88
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