

**Bachelor of Business Administration
Annual Program Report Template**

Year:	2022-2023
Program:	BBA
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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

Respond here:

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

					<p>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-</p>	
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					<p>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:</p>	
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					2022 56%; Spring 2023 53%	
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	<p>BBA student satisfaction survey in</p>	<p>Senior business students complete the College of Business BBA Survey as part of the capstone business course MGMT 4370 Strategic Analysis.</p>	<p>MGMT 4370</p>	<p>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.</p>	<p>Fall 2022: 31%(On-campus:25%,Online:37%) and Spring2023: 37% (On-campus:27%,Online:44%) "Human Resource Management": Fall 2022: 65%(On-campus:80%,Online:50%) andSpring 2023: 66%(On-campus:64%,Online:67%)</p> <p>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</p>	<p>Results of the BBA Satisfaction Survey for 2022-23 rating adequacy of preparation for business concentration courses show the benchmark was met for [REDACTED] Satisfaction Survey for 2022-23 rating preparation for employment show the -</p>
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	<p>A set of common questions in ACCT 2301</p>	<p>A set of common questions will be administered in all sections of ACCT 2301 to evaluate students' mastery of financial accounting principles</p>	<p>ACCT 2301</p>	<p>Eighty percent of students will achieve an overall score of 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.</p>	<p>NA).Results of the BBA Satisfaction Survey for 2022-23 rating preparation for employment show the benchmark was partially met: Fall 2022 79%(On-campus:68%; Online: 74%);Spring 2023: NA (On-campus: NA; Online: NA).</p>	<p>In ACCT 2301, Fall</p>
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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.

macroeconomy
cs.

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

	A set of Common questions in MGMT 3310	A set of common		concepts of the course.	NA, Online 91%).	
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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 (On-campus 100%, Online 99%). In Spring 2023 91% of the students met the benchmark (On-campus

and consensus
building

problem solving, and
consensus building

students'
capabilities in

		4370 Strategic Analysis.		effectively in teams; your leadership skills.	Online: NA).Leadership 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

		Data presentation	MISY 3310	<p>Spring 23 student group pres. Each 3-5 minutes. The information presented was about data (Chapter from the textbook). However, the presentation itself wasn't data driven. Changes made F'23: include a small data project that students will be required to present going forward- this presentation will then be more data driven. Each student/group will have to research and prepare the data for the assignment. This will also ensure that groups aren't presenting the exact same data.</p>	<p>Fall 2022 NA / Spring 2023 Content focus on Audience Clarity Completeness 100%</p> <p>Fall 2022 NA / Spring 2023 Delivery Tone Speed 100%</p> <p>Fall 2022 NA / Spring 2023 Format & Technique 99%</p> <p>Fall 2022 NA / Spring 2023 Grammar Mechanics 99%</p>	
		Persuasive	BULW 3310, MKTG 3310	Eighty percent of the students	BULW 3310 Fall 2022:	BULW 3310 was measured in Fall 2022, but is no longer

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, online-

					<p>NT, online-99%)</p> <p>Format and technique 99% (on campus-NT, online-100%)</p> <p>Grammar mechanics 100% (on campus- NT, online -100%)</p>	
<p>LG 5 Understand global perspectives in business</p>	<p>Understand global perspectives in business</p>	<p>BBA Survey Senior business students complete the Business BBA Survey as part of the capstone</p>				

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

		<p>National 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</p>	<p>All BBA students</p>	<p>The CoB will Community Engage.</p>	<p>(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)</p>	
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		service at the college.		greater commitment.		
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LG 8: Incorporate ethical considerations in decision making.

Incorporate ethical considerations in decision making.

		Survey as part of the capstone business course MGMT 4370 Strategic Analysis.			2023 NA (oncampus-NA, online-NA)	
		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.	Fall 2022 & Spring 2023: Be attentive NA (on campus- NA, Online- NA) Be intelligent and reasonable NA(on campus-NA, Online-NA) Be responsible NA(On campus- NA, Online-NA)	

Table 2. Continuous Improvement Results Since Last Report

		<p>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:</p> <ol style="list-style-type: none"> 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.
<p>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.</p> <p>LG 3 Critical Thinking Rubric was updated for Spring 2022. Written assignments in MGMT 3300 and MGMT 4370 are being used to measure this goal.</p>	<p>C</p> <p>P</p>	<p>Course BUSI 2300 was created then changed/updated to MGMT 3300. CT rubric was updated, not efficient data. Will continue to monitor.</p> <p>The goals are partially met with the revised rubric. We will continue to monitor the student</p>

type of speech. Students utilize

<p>LG 7 The Accreditation and Assessment committee is reviewing the data from both the 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.</p>	<p>P</p>	<p>COB Community Service Committee established</p>
<p>LG 7 The other semesters not administering the 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</p>	<p>P</p>	<p>Will continue to develop.</p>