

BBA Assessment Report (Fall 2021-Winter 2027)

Fall 2022

1.2 Written Communication (8 sections of MGT 331)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Content	3	23	120	138	284	3.4	91%
Organization	3	12	105	164	284	3.5	95%
Tone	6	10	60	208	284	3.7	94%
Mechanics	5	26	119	134	284	3.3	89%
References	5	39	98	142	284	3.3	85%
Format	3	9	33	239	284	3.8	96%

Fall 2024

1.2 Written Communication – Face to Face

F 2024 Written Communication Face to Face sections							
Measure employed: Paper							
(example: paper, exam, case)							
Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Content	0	7	61	76	144	3.5	95%
Organization	0	12	71	61	144	3.3	92%
Tone	0	0	68	76	144	3.5	100%
Mechanics	0	42	55	47	144	3.0	71%
References	0	11	52	81	144	3.5	92%
Format	0	4	12	128	144	3.9	97%

Written Communication- Hybrid

F 2024 Hybrid Written Communication							
Measure employed: Paper							
(example: paper, exam, case)							
Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Content	1	17	51	43	112	3.2	84%
Organization	3	10	39	60	112	3.4	88%
Tone	4	3	31	74	112	3.6	94%
Mechanics	7	7	23	75	112	3.5	88%
References	9	11	30	62	112	3.3	82%
Format	3	5	36	68	112	3.5	93%

Fall 2022

1.3 Oral Communication (8 sections of MGT 331)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Organization	1	12	61	280	354	3.8	96%
Delivery	4	35	114	201	354	3.4	89%
Content	0	9	44	301	354	3.8	97%
Communication Aids	6	12	42	294	354	3.8	95%
Nonverbals	26	51	122	155	354	3.1	78%
Audience Interaction*	0	21	64	201	286	3.6	93%

* Video recordings were employed in two sections for oral presentations. Hence audience interaction was not measured in those sections.

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1.3 Oral Communication – Face to Face

F2024 FtoF Oral Presentations							
Measure employed: Presentation							
Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Organization	0	2	9	133	144	3.9	99%
Delivery	0	9	49	86	144	3.5	94%
Content	0	5	0	139	144	3.9	97%
Communication Aids	0	3	41	100	144	3.7	98%
Nonverbals	0	13	105	26	144	3.1	91%
Audience Interaction	0	3	7	134	144	3.9	98%

Oral Communication-Hybrid

F 2024 Hybrid Oral Presentations							
Measure employed: Oral presentation							
Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Organization	3	9	36	60	108	3.4	89%
Delivery	1	15	42	50	108	3.3	85%
Content	2	16	43	47	108	3.3	83%
Communication Aids	4	13	43	48	108	3.3	84%
Nonverbals	5	29	43	31	108	2.9	69%
Audience Interaction *	0	6	32	15	53	3.2	89%

* Video recordings were employed in two sections for oral presentations. Hence audience interaction was not measured in those sections.

Fall 2022

3.1 and 3.2 Informed Decision Making (8 sections of MGT 495)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Assesses external environment	8	24	123	106	261	3.3	88%
Assesses internal environment	12	27	121	101	261	3.2	85%
Identification of various aspects of a firm's global strategy	11	41	111	98	261	3.1	80%
Identification of cultural factors in international settings using a cultural framework	14	29	121	97	261	3.2	84%
Develops strategic options	23	34	116	88	261	3.0	78%

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Measure employed: Case							
(example: paper, exam, case)							
Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Assesses external environment	16	33	124	75	248	3.0	80%
Assesses internal environment	12	35	104	97	248	3.2	81%
Identification of various aspects of a firm's global strategy	21	27	102	98	248	3.1	81%
Identification of cultural factors in international settings using a cultural framework	18	37	106	87	248	3.1	78%
Develops strategic options	35	38	97	78	248	2.9	71%

Winter 2023

1.1 Students will be proficient at locating, evaluating, and using information effectively. (ECO 210/211)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Seeks information	97	308	301	137	843	2.6	52%
Evaluates Information	85	271	383	104	843	2.6	58%
Uses information	100	263	362	118	843	2.6	57%
Sources information	75	257	371	140	843	2.7	61%

4. Ethics and Values (2 sections each of MKT 375, MGT 438, FIN 330 and ECO 440)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	4	22	81	78	185	3.3	86%
Identification of ethical issues	3	16	106	60	185	3.2	90%
Stakeholder identification	1	24	107	53	185	3.1	86%
Application of ethical theory/models	1	8	26	160	195	3.8	95%
Personal Voice and Action	4	15	95	71	185	3.3	90%

Winter 2024

2. Functional Business Knowledge (ETS in 6 sections of MGT 495)

Assessment Indicator	National Mean % Correct	Standard Deviation	SCB Mean % Correct	ACC Mean % Correct
Accounting	40.9	5.7	40	53
Economics	50.3	4.8	54	57
Management	56.9	6.2	59	61
Quantitative Business Analysis	34.8	6.5	37	44
Finance	41.8	4.6	43	50
Marketing	52.3	6.5	52	53
Legal and Social Environment	50.9	5.3	49	51
Information Systems	41.6	4.6	38	37
International Issues	44.6	4.9	46	50