**Table 5-1**

**Bachelor of Business Administration (BBA)**

**Assessment Plan and Results for Most Recently Completed Accreditation Cycle**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  **Competency**  |  **Performance** **Target**  |  **How Assessed**  |  **Where Assessed**  |  **When Assessed**  |  **Results**  |  **Curricular Improvements****(Date changes were made)**   |
| **Direct Measures**  |
| Communication Skills—Oral  | 75% of sample “meets expectations”  | Oral presentation (rubrics linked to oral presentation)  | MGT 400  | Year 1 (semester 1), Year 3 (semester 1)  | Year 1: 68% Year 3: 80%  | Established new mandatory communications class for juniors(2022)  |
| Communication Skills—Written  | 75% of sample score 5/10 on relevant marking criteria   | Research memo  | MG 400  | Year 2 (semester 2) Year 3 (semester 1) | Year 2: 52% Year 3: 60%  | Established writing lab (Year 2023)  |
| Technical Business Knowledge  | Scores at or above the national average in each discipline  | Standardized test  | Online, supervised  | Annually in senior year  | Scores above the national average in each discipline except marketing (see separate summary)  | Added modules in logistics and supply chain in year 2, as that is where the weaknesses were observed in our marketing learners. Scores improved in years 3 and 4. We are continuing to monitor. |
| **Indirect Measures - none**  |

**Table 5-1**

**Master of Cybersecurity**

**Assessment Plan and Results for Most Recently Completed Accreditation Cycle**

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| --- | --- | --- | --- | --- | --- | --- |
|  **Competency**  |  **Performance** **Target**  |  **How Assessed**  |  **Where Assessed**  |  **When Assessed**  |  **Results**  |  **Curricular Improvements****(Date changes were made)**  |
| **Direct Measures - none**  |
| **Indirect Measures**  |
| Technical knowledge in cybersecurity | An average of 6 on a 7-point Likert scale on employer survey  | Employer survey   | With all employers who have hired our cybersecurity graduates in the past six years  | Survey is conducted every other year; Last measured in year 3 of our accreditation cycle  | 6.6/7.0  | Two areas of deficiency were noted in our survey:  the area of digital forensics was noted as a weakness, as well as issues regarding cloud computing security. As a result of this feedback, we added these topics into the curriculum and are currently focusing on this area more heavily.  |
| To measure the technical proficiency of our learners, we conduct a survey of our Master of Cybersecurity employers every three years to determine technical proficiency of our learners. We last conducted this survey in year 3 of this accreditation cycle. Technical proficiency was measured at a 6.6 on a 7-point Likert scale. Complete survey results are available upon request.  |