**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**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **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. | | | | | | |