EASTERN ILLINOIS UNIVERSITY

Student Learning Outcomes (SLOs) Report for <u>Accredited Programs</u>   (*updated 9/17/24*)

Program Type: **Accredited Program**

Program Name: Bachelor of Science in Business Administration

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Submission Date: October 15, 2024

Review Cycle:
- **X Even Year**
- Odd Year

Review Round and Instructions

- **X Round A** (Associate Dean review): Submit this cover sheet and a copy of the annual (or periodic) report most recently submitted to the accrediting agency; your accreditation report should address assessment.

- **Round B** (Associate Dean + VPAA review): Submit this cover sheet and the following:
  - evidence of ongoing accreditation (document confirming accreditation status, which could be a letter from the accrediting agency)
  - annual (or periodic) accreditation report submitted to agency
  - this SLO report, which provides a summary of the program's collection and evaluation of its annual assessment data*
  - an optional cover memo (not to exceed one page), which briefly describes any information or highlights the department believes would be important to demonstrate academic excellence and program quality

*If your program completed a significant review (accreditation application and/or the full 8-year IBHE report) in the last calendar year, then you may, with permission from the VPAA or designee, substitute either of these major reports for your typical Student Learning Outcomes report. **To be approved, these documents must substantively discuss assessment, outcomes, and data, and have been prepared and submitted within the same calendar year.**

All SLO reports are archived here: https://www.eiu.edu/assess/majorassessment.php

DUE: **October 15th** to your Associate Dean or designee

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Each academic program is expected to prepare a Summary of the Assessment Data by Student Learning Outcome. This summary may take the form of a chart or other means of presentation that describes the annual data collected, when it is collected, in which course(s), through which assignment or activity, and by whom. This summary should clearly indicate what the program seeks to discover in its students' learning. The summary should correspond to the record-keeping documents maintained by the academic program.

Program Name: Bachelor of Science in Business Administration

PART 1. OVERVIEW OF STUDENT LEARNING OUTCOMES AND MEASURES

Student Learning Outcome (SLO)	What **measures and instruments** are you using? This could be an oral or written exam, a regularly assigned paper, a portfolio—administered early and later in coursework.	How are you using this info to improve student learning? What are you hoping to learn from your data? Include **target score(s) and results**, and specify whether these were met, not met, or partially met for each instrument.	Does your SLO correspond to an **undergraduate learning goal (ULG)**: writing, speaking, quantitative reasoning, critical thinking, responsible citizenship?
Demonstrate basic knowledge of functional areas of business	Data will be gathered from the BUS 4360 Online Section Dedicated to BSBA majors.. An instructor-designed instrument will be used. The instructor will also design an appropriate rubric.	80% of the students will score proficiency level at or above 80% Data was not collected. Data collection will start in the Academic Year 2024/2025, using the approved assessment plan. If results are not satisfactory appropriate curriculum revisions will be undertaken by faculty in disciplines.	Yes
Recognize and analyze ethical and legal issues in the business decision-making process.	Data will be gathered from the BUS 4360 Online Section Dedicated to BSBA majors.. An instructor-designed instrument will be used. The instructor will also design an appropriate rubric.	80% of the students will score proficiency level at or above 80% Data was not collected. Data collection will start in the Academic Year 2024/2025, using the approved assessment plan.	Yes

		If results are not satisfactory appropriate curriculum revisions will be undertaken by faculty in disciplines.	
Understand the role of technology in organizations and use technology effectively.	Data will be gathered from the BUS 4360 Online Section Dedicated to BSBA majors.. An instructor-designed instrument will be used. The instructor will also design an appropriate rubric.	80% of the students will score proficiency level at or above 80%

Data was not collected. Data collection will start in the Academic Year 2024/2025, using the approved assessment plan.

If results are not satisfactory appropriate curriculum revisions will be undertaken by faculty in disciplines. | Yes |
| Communicate effectively. | Data will be gathered from the BUS 4360 Online Section Dedicated to BSBA majors.. An instructor-designed instrument will be used. The instructor will also design an appropriate rubric. | 80% of the students will score proficiency level at or above 80%

Data was not collected. Data collection will start in the Academic Year 2024/2025, using the approved assessment plan.

If results are not satisfactory appropriate curriculum revisions will be undertaken by faculty in disciplines. | Yes |
| Apply critical thinking skills to reach sound business decisions | Data will be gathered from the BUS 4360 Online Section Dedicated to BSBA majors.. An instructor-designed instrument will be used. The instructor will also design an appropriate rubric. | 80% of the students will score proficiency level at or above 80%

Data was not collected. Data collection will start in the Academic Year 2024/2025, using the approved assessment plan.

If results are not satisfactory appropriate curriculum revisions will be undertaken by faculty in disciplines. | Yes |
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PART 2. IMPROVEMENTS AND CHANGES BASED ON ASSESSMENT

A. Provide a short summary (1-2 paragraphs) or bulleted list of any **curricular actions** (revisions or additions) that were approved over the past two years as a result of reflecting on the student learning outcomes data. Are there any additional future changes, revisions, or interventions proposed or still pending?

There has been a lull in data collection efforts related to the BSBA program. School of Business is kickstarting the process by starting an assessment plan to be utilized. The School is hoping to start the data collection efforts in Spring 2025 the latest.

B. Provide a brief description or bulleted list of **any improvements (or declines)** observed/measured in student learning. Be sure to mention any intervention made that has not yet resulted in student improvement (if applicable).

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C. HISTORY OF DATA REVIEW OVER THE PAST TWO YEARS

Please document annual faculty and committee engagement with the assessment process (such as the review of outcomes data, revisions/updates to the assessment plan, and reaffirmation of SLOs).

Date of annual (or periodic) review	Individuals or groups who reviewed the assessment plan	Results of the review (i.e., reference proposed changes from any revised SLOs or from point 2.A. curricular actions)
October 2024	Ayse Costello (faculty council will also review the assessment plan before implementation)	

Dean Review and Feedback

The Business Administration (BA) program has developed an assessment plan that shows positive results, but the evaluating group/submitters do realize there is a need to kickstart a process to improve and/or start the development of an assessment plan to be utilized during their future accreditation session and for future EIU Assessment Reports.

It must be noted that the BA group will focus on developing an assessment plan starting in Spring 2025. The effort to develop an assessment plan in the near future will be a benefit to the School of Business as they begin the work on their accreditation via the Association to Advance Collegiate Schools of Business (AACSB).

The AACSB assessment plan was recently started for the BA program. Currently the assessment report does not have enough data to determine if the target scores have met or not. The next assessment report data will be collected and compared to current provided data.

For future assessment reports, please list the EIU learning goal as a heading (the first line) for each SLO cell to make explicit which learning goal is tied to the SLO. As progress is made, attention should be given as to how the assessment results are being used to improve student learning and drive positive program modifications.

Dean or designee David Wayne Melton Digitally signed by David Wayne Melton Date: 2024.11.25 16:09:03 -06'00'   Date 11/25/2024

VPAA Office Review and Feedback (for "Round B" SLO report only)

B.S.B. Business Administration

The Business Administration B.S.B. program has laid out its framework for gathering instruments for measuring outcomes. However, no data was collected over a significant period of time. The group will need to consider how to make use of the findings, once data is collected. What does 73% of students meeting the target of 70% mean for a particular learning outcome? How can the discoveries help guide the program's improvement of curriculum and level of preparation for all majors? Perhaps the committee could administer a periodic survey for majors, asking students to describe their progress and challenges in completing degree requirements, as well as their level of preparation for job attainment.

VPAA or designee *[signature]*   Date

Dr. Suzie Park, Asst VPAA, Interim   1/31/25