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** | **Improvements**  **Identify whether process (P) or curriculum (C)**  **(Date changes were made)** |
| **Direct Measures** | | | | | | |
| Communication Skills—Oral | 75% | Oral presentation | MGT 400 | Years 1,3 | Year 1: 68%  Year 3: 80% | Established new mandatory communications class for juniors (C)  (Year 2) |
| Communication Skills—Written | 75% | Research memo | MG 400 | Years 2,4 | Year 2: 52%  Year 4: 60% | Established writing lab (P)  (Year 3) |
| 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 students. Scores improved in years 3 and 4. We are continuing to monitor (C) |
| **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** | **Improvements**  **Identify whether process (P) or curriculum (C)**  **(Date changes were made)** |
| **Direct Measures - none** | | | | | | |
| **Indirect Measures** | | | | | | |
| Technical knowledge in cybersecurity, including demonstrated success in post-graduate employment | An average of 6 on a 7-point Likert scale on employer satisfaction survey | Employer satisfaction survey | With all employers who have hired our cybersecurity graduates in the past five 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. (P) |
| The primary competency goal is the technical proficiency of our students who graduate with this degree. To measure the technical proficiency of our students, we conduct a survey of our Master of Cybersecurity employers every three years to determine satisfaction measures with those who hire our students. We last conducted this survey in year 3 of this accreditation cycle. Satisfaction was measured at a 6.6 on a 7-point Likert scale. Of the 30 people who have graduated with this degree, 90% are employed in the field of cybersecurity. Complete survey results are available upon request. | | | | | | |