

**AACSB  
1A**

**HLC-BBA  
1A**

**Goal:** Critical/Analytical Thinking

**Objective:** Problems and solutions

**Measure:** Capstone © Simulation

**Benchmark:** 50th percentile

**Courses:** MGMT 4347

**Fall Results**

62.9<sup>th</sup> Percentile; n=78

**Spring Results**

69.3<sup>rd</sup> Percentile; n=106

**Closing the Loop/Analysis:**

Fall and Spring both exceed the benchmark, which makes 3 out of 4 semesters with the benchmark exceeded. This objective will be rotated out and another objective will take its place.

**AACSB  
3A**

**HLC-BBA  
3A**

**Goal:** Ethics

**Objective:** Ethical Issues

**Measure:** Writing Assignment

**Benchmark:** 4 Rubric Points (6 Possible)

**Courses:** MGMT 3340

**Fall Results**

4.76; n=124

**Spring Results**

4.89; n=115

**Closing the Loop/Analysis:**

Both Fall and Spring exceeded the benchmarks; which makes 4 out of 4 semesters with the benchmark exceeded. This objective will be rotated out and another objective will take its place.

**AACSB  
2A**

**HLC-BBA  
2A**

**Goal:** Global Environment

**Objective:** Global Perspectives

**Measure:** Blackboard Quizzes

**Benchmark:** Mean ≥ 70%

**Courses:** ECON 2310

**Fall Results**

77.2%; n=175

**Spring Results**

75.0%; n=242

**Measure:** Pretest/Posttest

**Benchmark:** Significant Improvement

**Courses:** MKTG 3350, MGMT 3344, ACCT 3315

**Fall Results**

Pretest: 51.6%; n=271  
Posttest: 80.1%; n=273

**Spring Results**

Pretest: 62.1%; n=222  
Posttest: 84.9%; n=219

**Closing the Loop/Analysis:**

Both Fall and Spring exceeded the benchmarks; which makes 4 out of 4 semesters with the benchmark exceeded. This objective will be rotated out and another objective will take its place.

**AACSB  
4A**

**HLC-BBA  
4A**

**Goal:** Communications

**Objective:** Written

**Measure:** Report, Paper, or Case Analysis

**Benchmark:** 9 Rubric Points (14 Possible)

**Courses:** ACCT 4317, ECON 4380, FINA 4336, INSU 4320, MGMT 4348, MGMT 4376, MIS 3328, MKTG 4355 (when offered)

**Fall Results**

11.54; n=115

**Spring Results**

11.12; n=190

**Closing the Loop/Analysis:**

Both Fall and Spring exceeded the benchmarks; which makes 4 out of 4 semesters with the benchmark exceeded. This objective will be rotated out and another objective will take its place.

Master of Accountancy

(AACSB and HLC)

AACSB  
1A

HLC-Macc  
1A

**Goal:** Theory and Practice

**Objective:** Financial Standards

**Measure:** Test Question

**Benchmark:** 80% ≥ 3 (4 Possible)

**Courses:** ACCT 6310

Fall Results

Over 3: 50%; n=10

Spring Results

Course not offered

**Closing the Loop/Analysis:**

The benchmark was not met, making 2 of 2 failures to meet the benchmark. Per the instructor, though research seemed appropriate, poor communication of conclusions resulted in low grades. The admission test (GMAT or GRE) requirements were modified to include a minimum score in verbal communication skills.

AACSB  
2A

HLC-Macc  
2A

**Goal:** Communication

**Objective:** Writing

**Measure:** Research Paper

**Benchmark:** 80% ≥ 11 (14 Possible)

**Courses:** ACCT 6310

Fall Results

Over 11: 60%; n=19

Spring Results

Course not offered

**Closing the Loop/Analysis:**

The benchmark was not met, making 2 of 2 failures to meet the benchmark. The admission test (GMAT or GRE) requirements were modified to include a minimum score in verbal communication skills.

AACSB  
1C

HLC-Macc  
1C

**Goal:** Theory and Practice

**Objective:** Tax Code

**Measure:** Research Project

**Benchmark:** 80% ≥ 6 (8 Possible)

**Courses:** ACCT 6309

Fall Results

Over 6: 90%; n=10

Spring Results

Course not offered

**Closing the Loop/Analysis:**

The benchmark was met (1 out of 2). Continue to assess; three passes (out of 4) needed.

AACSB  
3A

HLC-Macc  
3A

**Goal:** Information Management

**Objective:** Finding Information

**Measure:** Research Project

**Benchmark:** 80% ≥ 6 (8 Possible)

**Courses:** ACCT 6309

Fall Results

Over 6: 90%; n=10

Spring Results

Course not offered

**Closing the Loop/Analysis:**

The benchmark was met (2 out of 2). Continue to assess; three passes (out of 4) needed.

**AACSB  
1A**

**HLC-MBA  
1A**

**Goal:** Global Environment

**Objective:** Global Environment

**Measure:** GLO-BUS Simulation

**Benchmark:** UCA  $\geq$  Average

**Courses:** MBA 6320

**Fall Results**

Course not offered

**Spring Results**

UCA=76<Avg=84; n=28

**Closing the Loop/Analysis:**

Second consecutive failure to meet benchmark. Continue to assess.

**AACSB  
3A**

**HLC-MBA  
3A**

**Goal:** Communication

**Objective:** Written

**Measure:** Report, Paper, or Case Analysis

**Benchmark:** 75%  $\geq$  9 (14 Possible)

**Courses:** MBA 6308

**Fall Results**

Over 9: 84.6%; n=13

**Spring Results**

Course not offered

**Closing the Loop/Analysis:**

Fall exceeded the benchmarks resulting in 3 of 3 consecutive passes. Objective has met the requirements to rotate out of the assessment plan.

**AACSB  
2A**

**HLC-MBA  
2A**

**Goal:** Ethics

**Objective:** Ethical Actions

**Measure:** GLO-BUS Social Responsibility

**Benchmark:** 50th Percentile

**Courses:** MBA 6320

**Fall Results**

Course not offered

**Spring Results**

43<sup>rd</sup> Percentile; n=28

**Closing the Loop/Analysis:**

Second consecutive failure to meet benchmark. Continue to assess.

**AACSB  
3B**

**HLC-MBA  
3B**

**Goal:** Communication

**Objective:** Oral

**Measure:** Presentation

**Benchmark:** 75%  $\geq$  39 (55 Possible)

**Courses:** MBA 6308

**Fall Results**

Over: 71.4%; n=14

**Spring Results**

Course not offered

**Closing the Loop/Analysis:**

Fall failed to meet the benchmark resulting in 1 of 2 passes. Continue to assess.