

**AACSB
1B**

**HLC-BBA
1B**

Goal: Critical/Analytical Thinking

Objective: Quantitative

Measure: Pretest/Posttest

Benchmark: Significant improvement; Posttest \geq 70%

Courses: QMTH 2330, FINA 3330,
MGMT 3344 or ACCT 4315

Fall Results

Pre: 30.7%; n=204
Post: 57.2%; n=193

Spring Results

Pre: 36.81%; n=291
Post: 72.17%; n=289

Closing the Loop/Analysis:

Both semesters saw significant improvement (met first benchmark), but the posttest was not greater than 70% in Fall. Three of four semesters must meet benchmark to rotate goal. Continue to assess in Fall 2014.

**AACSB
5A**

**HLC-BBA
5A**

Goal: Collaboration

Objective: Teamwork

Measure: Capstone © Teamwork

Benchmark: Mean \geq 70%

Courses: MGMT 4347

Fall Results

82.3%; n=103

Spring Results

91.8%; n=63

Closing the Loop/Analysis:

Fall and Spring exceeded benchmark. Three of four semesters must meet benchmark to rotate goal. Continue to assess in Fall 2014.

**AACSB
4B**

**HLC-BBA
4B**

**HLC-Core
C1a**

Goal: Communications

Objective: Oral

Measure: Presentation

Benchmark: 11 Rubric Points (16 possible)

Courses: MGMT 2301 or MKTG 2376

Fall Results

12.28 points; n=186

Spring Results

12.99 points; n=208

Measure: Presentation

Benchmark: None set

Courses: MGMT 2301, MKTG 2376, ECON 4380,
MGMT 4376, and ECON 3302

Fall Results

12.14 points; n=169

Spring Results

12.60 points; n=305

Closing the Loop/Analysis:

Both semesters exceeded benchmark. Three of four semesters must meet benchmark to rotate goal. Continue to assess in Fall 2014.

**AACSB
7A**

**HLC-BBA
7A**

Goal: Business Disciplines

Objective: Key Concepts

Measure: Capstone © Examination

Benchmark: Mean \geq 50%

Courses: MGMT 4347

Fall Results

Mean 54.40%; n=98

Spring Results

Mean 54.5%; n=126

Closing the Loop/Analysis:

Both semesters exceeded benchmark. Three of four semesters must meet benchmark to rotate goal. Continue to assess in Fall 2014.

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**HLC-BBA
8ACCT**

Goal: Discipline specific	
Objective: Accounting	
Measure: Comprehensive Exam	
Benchmark: 70% ≥ 70%	
Courses: ACCT 4312	
Fall Results Over: 7.1%; n=28	Spring Results Over: 4.7%; n=20
Closing the Loop/Analysis: The benchmark was not met in either semester.	

**HLC-BBA
8IE**

Goal: Discipline specific	
Objective: Innovation and Entrepreneurship	
Measure: Business Plan	
Benchmark: 140 Rubric Points (200 Possible)	
Courses: MGMT 4376	
Fall Results Missing data	Spring Results Course not offered
Closing the Loop/Analysis:	

**HLC-BBA
8ECON**

Goal: Discipline specific	
Objective: Economics	
Measure: Paper	
Benchmark: 7 Rubric Points (12 Possible)	
Courses: ECON 4380	
Fall Results Course Not Offered	Spring Results Mean 11.92; n=24
Closing the Loop/Analysis: Exceeds benchmark.	

**HLC-BBA
8IRM**

Goal: Discipline specific	
Objective: Insurance/Risk Management	
Measure: UAcIC Exam	
Benchmark: UCA Median >= National Median	
Courses: INSU 315	
Fall Results Missing data	Spring Results Course not offered
Closing the Loop/Analysis:	

**HLC-BBA
8FINA**

Goal: Discipline specific	
Objective: Finance	
Measure: Comprehensive Exam	
Benchmark: 70% ≥ 70%	
Courses: FINA 4336	
Fall Results Course not offered	Spring Results Mean 65.3%; n=15
Closing the Loop/Analysis: Does not meet or exceed benchmark.	

**HLC-BBA
8MGMT**

Goal: Discipline specific	
Objective: Management	
Measure: Research Project	
Benchmark: 8.4 Rubric Points (12 Possible)	
Courses: MGMT 4348	
Fall Results 11.5; n=31	Spring Results 10.79; n=28
Closing the Loop/Analysis: Both fall and spring semesters exceed benchmark.	

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HLC-BBA 8MIS

Goal: Discipline specific

Objective: Management Information Systems

Measure: Embedded Exam Questions

Benchmark: Mean \geq 70%

Courses: MIS 3328

Fall Results

Mean: 70.6%; n=18

Spring Results

Mean: 72.4%; n=18

Closing the Loop/Analysis:

Both Fall and Spring exceed benchmark.

HLC-BBA 8MKTG

Goal: Discipline specific

Objective: Marketing

Measure: Research Paper

Benchmark: 8.4 Rubric Points (12 Possible)

Courses: MKTG 4355

Fall Results

Mean: 12.73; n=15

Spring Results

Mean: 10.7; n=32

Closing the Loop/Analysis:

Both Fall and Spring exceed benchmark.

HLC-Core C1b

Goal: Communication

Objective: Written communications

Measure: Discipline-specific paper

Benchmark: None Set (16 Points Possible)

Courses: MGMT 2301, MKTG 2376
Writing Intensive Courses (all)

Fall Results

10.0; n=118

Spring Results

12.48; n=353

Closing the Loop/Analysis:

Pilot test year; continue to assess.

HLC-Core D1

Goal: Diversity

Objective: Diversity of cultural assumptions

Measure: Discipline-specific activity

Benchmark: None Set (12 Points Possible)

Courses: ECON 2310, ECON 4335, ECON 4335

Fall Results

6.54; n=295

Spring Results

7.81; n=347

Closing the Loop/Analysis:

Pilot test year; continue to assess.

HLC-Core C1c

Goal: Communication

Objective: Collaboration

Measure: Collaboration exercise

Benchmark: None Set (12 Points Possible)

Courses: Writing Intensive Courses (some)

Fall Results

10.52; n=152

Spring Results

10.9; n=279

Closing the Loop/Analysis:

Pilot test year; continue to assess.

HLC-Core I1

Goal: Inquiry

Objective: Complex concepts

Measure: Discipline-specific activity

Benchmark: None Set (12 Points Possible)

Courses: ECON 2320, ECON 2321

Fall Results

6.66; n=356

Spring Results

8.13; n=691

Closing the Loop/Analysis:

Pilot test year; continue to assess.

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HLC-Core I2

Goal: Inquiry	
Objective: Solve real-world problems	
Measure: Discipline-specific activity	
Benchmark: None Set (16 Points Possible)	
Courses: ECON 4380	
Fall Results	Spring Results
None	8.74; n=37
Closing the Loop/Analysis: Pilot test year; continue to assess.	

HLC-Core R123

Goal: Responsible Living	
Objective: R1: Human choice R2: Effect of Decision R3: Social well-being strategies	
Measure: Discipline-specific activity	
Benchmark: None Set (8+4+4 Points Possible)	
Courses: ECON 1310, FINA 2330, MGMT 3340, ACCT 3320, MIS 3321	
Fall Results	Spring Results
R1: 5.03; n=212	R1: 6.34; n=289
R2: 2.62; n=226	R2: 3.09; n=245
R3: 2.66; n=335	R3: 3.07; n=217
Closing the Loop/Analysis: Pilot test year; continue to assess.	

HLC-Core FYS

Goal: Knowledge of Core	
Objective: Understand mission, goals, core competencies	
Measure:	
Benchmark: None Set (8 Points Possible)	
Courses: FYS Designated Courses	
Fall Results	Spring Results
No data	5.72; n=24
Closing the Loop/Analysis: Pilot test year; continue to assess.	

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BS/BA in Economics

(HLC Only; UCA Core results included with BBA)

**HLC-BSBA
1A**

Goal: Knowledge Base	
Objective: Problem/Analysis	
Measure: Research Paper	
Benchmark: 8 Rubric Points (12 Possible)	
Courses: ECON 4380	
<u>Fall Results</u>	<u>Spring Results</u>
Course not offered	9.56; n=24
Closing the Loop/Analysis: Benchmark met; continue to assess.	

**HLC-BSBA
3A**

Goal: Communication	
Objective: Oral Communications	
Measure: Oral Communication	
Benchmark: 11 Rubric Points (16 Possible)	
Courses: ECON 4380	
<u>Fall Results</u>	<u>Spring Results</u>
Course not offered	12.10; n=27
Closing the Loop/Analysis: Benchmark met; continue to assess.	

**HLC-BSBA
2A**

Goal: Communication	
Objective: Written Communications	
Measure: Written Communication	
Benchmark: 11 Rubric Points (16 Possible)	
Courses: ECON 4380	
<u>Fall Results</u>	<u>Spring Results</u>
Course not offered	11.92; n=24
Closing the Loop/Analysis: Benchmark met; continue to assess.	

**HLC-BSBA
4A**

Goal: Ethical reasoning abilities	
Objective: Ethical Decisions	
Measure: Responsible Living	
Benchmark: 6 Rubric Points (8 Possible)	
Courses: ECON 4380	
<u>Fall Results</u>	<u>Spring Results</u>
Course not offered	6.72; n=24
Closing the Loop/Analysis: Benchmark met; continue to assess.	

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: 54.5%; n=11

Spring Results

Course not offered

Closing the Loop/Analysis:

3rd consecutive failure to meet benchmark.

**AACSB
2A**

**HLC-Macc
2A**

Goal: Communication

Objective: Writing

Measure: Research Paper

Benchmark: 80% ≥ 11 (14 Possible)

Courses: ACCT 6310

Fall Results

Over: 54.5%; n=11

Spring Results

Course not offered

Closing the Loop/Analysis:

3rd consecutive failure to meet benchmark.

**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: 100%; n=13

Spring Results

Course not offered

Closing the Loop/Analysis:

Meets benchmark. This is the 2nd pass out of 3 assessments. Three passes out of 4 is needed; continue to assess in Fall 2014.

**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: 84.6; n=13

Spring Results

Course not offered

Closing the Loop/Analysis:

Third consecutive pass; goal can rotate out.

**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=61<Avg=85; n=33

Closing the Loop/Analysis:

This is the 3rd consecutive failure to meet the benchmark.

**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:

Fails to meet benchmark (0 of 1). Continue to assess.

**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

46th Percentile; n=33

Closing the Loop/Analysis:

This is the 3rd consecutive failure to meet the benchmark.

**AACSB
5A**

**HLC-MBA
5A**

Goal: Leadership

Objective: Leadership

Measure: GLO-BUS Leadership

Benchmark: 50th Percentile

Courses: MBA 6320

Fall Results

Course not offered

Spring Results

53rd Percentile; n=33

Closing the Loop/Analysis:

Exceeds benchmark (1 of 1). Continue to assess.