

MS BA PROGRAM 5-YEAR ASSESSMENT PLAN

Program Objective	F12	W13	F13	W14	F14	W15	F15	W16	F16	W17	F17	W18	F18
Goal 1 – Students will acquire discipline-specific knowledge in business analytics.													
1a. Students will evaluate business analytics approaches.					570		570		635	635 ⁴	635	635 ⁴	
1b. Students will evaluate relevant business analytics tools and techniques.					630			630	633 635	635 ⁴	633 635	635 ⁴	
Goal 2 – Students will develop analytical skills for business problems.													
2a. Students will formulate business analytics problems.					570		570		635	635 ⁴	635	635 ⁴	
2b. Students will synthesize relevant business analytics information.				520			520	520	635	635 ⁴	635	635 ⁴	
2c. Students will evaluate business analytics solution alternatives.				631				631	633 635	635 ⁴	633 635	635 ⁴	
A general goal/objective for concentrations?									635 ⁵				

Note:

1. May use multiple semesters for assessment in a course so as to ensure that we assess at least 20% of enrolled students in MS-BA program.
2. Program started Fall 2012
3. Re-accreditation visit is Fall 2016
4. The assessment is needed if the student sample of previous assessment is not representative in terms of sample size.
5. Pilot assessment of concentration is planned for Fall 2016.

(last updated: March 18 2016)