

Standard #4 Measurement and Analysis of Student Learning and Performance

Use this table to supply data for Criterion 4.2. (Figure 4.2 in self-study)

Performance Indicator: Bachelor of Science in Business Administration (BSBA)	Definition: Bachelor of Science in Business Administration (BSBA)
Performance Indicator	Definition
1. Operations Management Student Learning Results	Learning Outcome: Understanding of decision making tools used in management operations. Competency: Apply decision making tools to support operations management decisions.

Analysis of Results

Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made													
70% of students scoring 70% or higher	Course-embedded exercise; Direct; Formative; Internal. (GERE 4008)	Fall 2017 - 52% Fall 2016 - 35% Fall 2015 - 40%	The Acceptable Performance Level was not achieved as only 40% scored 70% or higher. Students show deficiencies related to the application of software outputs, interpretation and analysis of results. It is important to mention that the assessment problem used (Sensitivity Analysis) is the subject that historically our students have shown the most difficulty to understand. <i>Note: This finding is similar to what is observed by Dr. Sima Parisay in her article titled "Effective Pedagogical Techniques in Operations Research Courses Intent On Improving Analysis Skills and Report-Writing" (American Society for Engineering Education, 2007).</i>	Even though the expected performance level was not achieved, results have for the most part improved each year as compared to the previous. Faculty will continue monitoring the results.	<table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>Operations Management Assessment Results</caption> <thead> <tr> <th>Year</th> <th>Assessment Resource (%)</th> <th>Expected Performance (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2015</td> <td>40</td> <td>70</td> </tr> <tr> <td>Fall 2016</td> <td>35</td> <td>70</td> </tr> <tr> <td>Fall 2017</td> <td>52</td> <td>70</td> </tr> </tbody> </table>	Year	Assessment Resource (%)	Expected Performance (%)	Fall 2015	40	70	Fall 2016	35	70	Fall 2017	52	70
Year	Assessment Resource (%)	Expected Performance (%)															
Fall 2015	40	70															
Fall 2016	35	70															
Fall 2017	52	70															

Performance Indicator: Bachelor of Science in Business Administration (BSBA)	Definition: Bachelor of Science in Business Administration (BSBA)																			
Performance Indicator	Definition																			
2. Operations Management Student Learning Results	Learning Outcome: Understanding of decision making tools used in management operations. Competency: Apply decision making tools to support operations management decisions.																			
Analysis of Results																				
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made																
Above National Average 70% or higher for the sample used	Capstone Simulation (Operations Management related data); direct; summative; external; comparative. (ESOR 4026)	CBA: Spring 2018 -80.67% Fall 2017 - 83% Spring 2017 -70% Fall 2016 - 72% National Avg.: Spring 2018-51.67% Fall 2017-51% Spring 2017- 53% Fall 2016- 49%	There is an improvement trend in the performance of the CBA students. In addition, the average score by the CBA students has been above the National Average for the past two semesters. Note: The class is divided into multidisciplinary groups, each group competing against each other and against groups at the national level that are using the same platform for the simulation. Operations Management students contribute to the decision process undertaken within each group with their insights in operations decision	The professor keeps meetings with each group each time that decisions are taken, and the simulation is run. Based on the simulation results, the professor discusses the impact of the decisions and review basic concepts of operations management as needed. This process allows students to make better decisions as the simulation progresses. The same assessment tool and learning process based on short meetings with each group will continue for at least the next two semesters.	<div style="text-align: center;"> <p>Operations Management Comp XM Comparative Results</p> <table border="1" style="margin: 10px auto;"> <caption>Operations Management Comp XM Comparative Results Data</caption> <thead> <tr> <th>Semester</th> <th>Results (%)</th> <th>Goal (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2016</td> <td>70.00%</td> <td>49.00%</td> </tr> <tr> <td>Spring 2017</td> <td>70.00%</td> <td>53.00%</td> </tr> <tr> <td>Fall 2017</td> <td>80.67%</td> <td>51.00%</td> </tr> <tr> <td>Spring 2018</td> <td>80.67%</td> <td>51.67%</td> </tr> </tbody> </table> </div>	Semester	Results (%)	Goal (%)	Fall 2016	70.00%	49.00%	Spring 2017	70.00%	53.00%	Fall 2017	80.67%	51.00%	Spring 2018	80.67%	51.67%
Semester	Results (%)	Goal (%)																		
Fall 2016	70.00%	49.00%																		
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Spring 2018	80.67%	51.67%																		

Performance Indicator	Definition: Bachelor of Science in Business Administration (BSBA)																			
1. Accounting Student Learning Results	Learning Outcome: Apply the Generally Accepted Accounting Principles [GAAP] to communicate financial information. Competency: Record financial transactions and complete the accounting cycle.																			
Analysis of Results																				
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made																
Students should achieve an average score of 70% or higher.	Formative/Internal Formative/Internal Comprehensive exercise given in the Connect Platform. The assessment exercise was given to all students enrolled in CONT 3011 (CONT 3005 in the previous curriculum.)	Spring 2018 - 91.7% Fall 2017 - 87.2% Fall 2016 - 88.74% Spring 2016 - 65.7%	Had been reaching the performance goal.	None. Starting Fall 2019 the assessment exercise will be given only in the Fall semester.	<p>The chart displays the following data:</p> <table border="1"> <thead> <tr> <th>Term</th> <th>Results (%)</th> <th>Goal (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2016</td> <td>65.70%</td> <td>70.00%</td> </tr> <tr> <td>Fall 2016</td> <td>88.74%</td> <td>70.00%</td> </tr> <tr> <td>Fall 2017</td> <td>87.20%</td> <td>70.00%</td> </tr> <tr> <td>Spring 2018</td> <td>91.70%</td> <td>70.00%</td> </tr> </tbody> </table>	Term	Results (%)	Goal (%)	Spring 2016	65.70%	70.00%	Fall 2016	88.74%	70.00%	Fall 2017	87.20%	70.00%	Spring 2018	91.70%	70.00%
Term	Results (%)	Goal (%)																		
Spring 2016	65.70%	70.00%																		
Fall 2016	88.74%	70.00%																		
Fall 2017	87.20%	70.00%																		
Spring 2018	91.70%	70.00%																		

Performance Indicator		Definition: Bachelor of Science in Business Administration (BSBA)																			
2. Accounting Benchmarking		<p>Learning Outcome: Apply the generally accepted accounting principles when communicating financial information.</p> <p>Competency: Students will demonstrate basic knowledge of accounting proficiency.</p>																			
Analysis of Results																					
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made																	
Students should score above the National Average. Students should achieve an average score of 70% or higher	Summative/ External Capstone Simulation. Accounting related data in the COMP_XM simulation offered in the ADMI 4018 (before ESOR 4026) course.	<p>CBA Results: Spring 2017 - 76% Spring 2018 - 83% Fall 2016 - 78%</p> <p>National Average: Spring 2017 - 61% Spring 2018 - 60.67% Fall 2016 - 57%</p>	Students have been scoring higher than the National Average since 2015. Also the students have been reaching the expected performance measure of 70%. It is worth mentioning that this simulation is taken by more than 7,000 students in the USA and Internationally.	No action is needed. In 2017 there were two events with a major impact on the University of Puerto Rico: (1) a six month student strike and (2) Hurricane María. This explains the lack of results for some of the assessment exercise in 2017. For the most part, course embedded assessment was delivered because the semester was extended.	<p style="text-align: center;">Accounting COMP-XM Comparative Results</p> <table border="1"> <caption>Accounting COMP-XM Comparative Results Data</caption> <thead> <tr> <th>Term</th> <th>CBA Students (%)</th> <th>National Average (%)</th> <th>Acceptable Perf. Level (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2016</td> <td>78</td> <td>57</td> <td>70</td> </tr> <tr> <td>Spring 2017</td> <td>76</td> <td>61</td> <td>70</td> </tr> <tr> <td>Spring 2018</td> <td>83</td> <td>60.67</td> <td>70</td> </tr> </tbody> </table>	Term	CBA Students (%)	National Average (%)	Acceptable Perf. Level (%)	Fall 2016	78	57	70	Spring 2017	76	61	70	Spring 2018	83	60.67	70
Term	CBA Students (%)	National Average (%)	Acceptable Perf. Level (%)																		
Fall 2016	78	57	70																		
Spring 2017	76	61	70																		
Spring 2018	83	60.67	70																		

Performance Indicator	Definition: Bachelor of Science in Business Administration (BSBA)
3. Accounting Concentration	<p>Learning Outcome: Apply the Generally Accepted Accounting Principles when communicating financial information.</p> <p>Competency: Apply accounting standards to prepare a Cash Flow Statements</p>

Analysis of Results

Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made													
Students should achieve an average score of 70% or higher	Formative/Internal Course embedded exercise offered in the CONT 4019 course.	Spring 2018 - 73% Spring 2017 - 74% Spring 2016 - 79%	Accounting Faculty is very confident that the improvement in results since Spring 2015 are due to the following measures: (1) More practice and a quiz before the assessment exercise (2) The assessment exercise was given separately from the final exam.	None	<table border="1"> <caption>Accounting Prepare Cash Flow Statement</caption> <thead> <tr> <th>Year</th> <th>Results</th> <th>Acceptable Perf. Level</th> </tr> </thead> <tbody> <tr> <td>Spring 2016</td> <td>79%</td> <td>70%</td> </tr> <tr> <td>Spring 2017</td> <td>74%</td> <td>70%</td> </tr> <tr> <td>Spring 2018</td> <td>73%</td> <td>70%</td> </tr> </tbody> </table>	Year	Results	Acceptable Perf. Level	Spring 2016	79%	70%	Spring 2017	74%	70%	Spring 2018	73%	70%
Year	Results	Acceptable Perf. Level															
Spring 2016	79%	70%															
Spring 2017	74%	70%															
Spring 2018	73%	70%															

Performance Indicator	Definition: Bachelor of Science in Business Administration (BSBA)
1. Finance Benchmarking Student Learning Results	<p>Learning Outcome: Students will apply analytical techniques to solve basic business problems.</p> <p>Competency: Apply ratio analysis techniques to evaluate the firm's financial situation</p>

Analysis of Results

Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made																					
Above National Average 70% or higher for the sample used	Capstone Simulation (Finance related data) ADMI 4018 (previously ESOR 4026) Course embedded, direct, summative, external. Note: All students in the BSBA have to take this course, usually in their final year.	CBA Results: Spring 2018 - 78.33% Fall 2017 - 79% Spring 2017 - 72% Fall 2016 - 73% National Average: Spring 2018 - 59.67% Fall 2017 - 59% Spring 2017 - 60% Fall 2016 - 56%	We are satisfied with the results because although they are not 70% or higher every semester, the 3-semester average is 71%, and for the Spring 2015 and Fall 2015, the results were higher than the National Average.	Simulation will be repeated as part of the assessment plan.	<table border="1"> <caption>Finance Comp-XM Comparative Results</caption> <thead> <tr> <th>Year</th> <th>CBA Students</th> <th>National Average</th> <th>Acceptable Perf. Level</th> </tr> </thead> <tbody> <tr> <td>Fall 2016</td> <td>73%</td> <td>56%</td> <td>70%</td> </tr> <tr> <td>Spring 2017</td> <td>72%</td> <td>60%</td> <td>70%</td> </tr> <tr> <td>Fall 2017</td> <td>79%</td> <td>59%</td> <td>70%</td> </tr> <tr> <td>Spring 2018</td> <td>78%</td> <td>59.67%</td> <td>70%</td> </tr> </tbody> </table>	Year	CBA Students	National Average	Acceptable Perf. Level	Fall 2016	73%	56%	70%	Spring 2017	72%	60%	70%	Fall 2017	79%	59%	70%	Spring 2018	78%	59.67%	70%
Year	CBA Students	National Average	Acceptable Perf. Level																						
Fall 2016	73%	56%	70%																						
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Fall 2017	79%	59%	70%																						
Spring 2018	78%	59.67%	70%																						

2. Finance Major Benchmarking Student Learning Results	Learning Outcome: Students will apply quantitative analysis techniques to solve business problems. Competency: Apply theories for financial planning, portfolio simulation, capital structuring, and budgeting..																
Analysis of Results																	
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made													
75% of students scoring 70% or higher	Course-embedded simulation (FinGame); direct; summative; external. (FINA 4040)	Spring 2018 - 52.63 % Spring 2017 - 66.67% Spring 2016 - 70.59%	This competency was not met for any of the years. The main concern in this area as well, was that most students failed to acknowledge the impact of external factors (strike, fire, costs) on their management of production capacity. In addition, not adequate decisions were realized regarding demand forecast, and production. In most cases, this affected directly their capital budgeting decision	Keep providing hands-on exercises and the review before starting the simulation to guarantee successful results.	<table border="1"> <caption>Finance - Fin Results</caption> <thead> <tr> <th>Year</th> <th>Results (%)</th> <th>Acceptable Perf. Level (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2016</td> <td>71%</td> <td>75%</td> </tr> <tr> <td>Spring 2017</td> <td>67%</td> <td>75%</td> </tr> <tr> <td>Spring 2018</td> <td>53%</td> <td>75%</td> </tr> </tbody> </table>	Year	Results (%)	Acceptable Perf. Level (%)	Spring 2016	71%	75%	Spring 2017	67%	75%	Spring 2018	53%	75%
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Spring 2016	71%	75%															
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Performance Indicator														
Definition: Bachelor of Science in Business Administration (BSBA)														
1. Human Resources Management Benchmarking CPC Student Learning Results	Learning Outcome: Students will understand the basic knowledge of Human Resources. Competency: Students will demonstrate proficiency in the basic knowledge of human resources.													
Analysis of Results														
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made										
Above UPR System Average 70% or higher for the sample used	Internal / External SIT Management/Human Resources CPC items (Graduation Candidates)	CBA Students: Spring 2018 - 80.6% Spring 2017 - Students strike Spring 2016 - 84.2%	Since the SIT test covered Management and Human Resources as one topic, the new assessment plan will include the basic course of the Human Resources major [GERH 4008]. In this way results for both topics will be separated and studied.		<p>Human Resources Management SIT Results</p> <table border="1"> <thead> <tr> <th>Year</th> <th>CBA Students (%)</th> <th>Acceptable Perf. Level (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2016</td> <td>84.20%</td> <td>70.00%</td> </tr> <tr> <td>Spring 2018</td> <td>80.60%</td> <td>70.00%</td> </tr> </tbody> </table>	Year	CBA Students (%)	Acceptable Perf. Level (%)	Spring 2016	84.20%	70.00%	Spring 2018	80.60%	70.00%
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Spring 2016	84.20%	70.00%												
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Performance Indicator																													
Definition: Bachelor of Science in Business Administration (BSBA)																													
2. Human Resources Management Benchmarking CPC Student Learning Results		Learning Outcome: Apply principles and practices related to workforce planning and employment, performance management, human resources training and development, compensation and benefits management, employee and labor relations, health, safety and security.																											
		Competency: Apply																											
Analysis of Results																													
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made																									
Above National Average 70% or higher for the sample used	External Management / Human Resource related questions of the COMP_XM simulation.	Fall 2018 - 82% Spring 2018 - 80.6% Fall 2017 - 85% Spring 2017 - 75% Fall 2016 - 73% National Average Fall 2018 - 60% Spring 2018 - 51.66% Fall 2017 - 57% Spring 2017 - 59% Fall 2016 - 55%	Students' performance on COMP-XM was above the National Average and above the 70% acceptable performance level.	None	<table border="1"> <caption>Human Resources Management COMP-XM Results</caption> <thead> <tr> <th>Year</th> <th>CBA Students</th> <th>National Average</th> <th>Acceptable Perf. Level</th> </tr> </thead> <tbody> <tr> <td>Fall 2016</td> <td>73%</td> <td>55%</td> <td>70%</td> </tr> <tr> <td>Spring 2017</td> <td>75%</td> <td>59%</td> <td>70%</td> </tr> <tr> <td>Fall 2017</td> <td>85%</td> <td>57%</td> <td>70%</td> </tr> <tr> <td>Spring 2018</td> <td>85%</td> <td>51.66%</td> <td>70%</td> </tr> <tr> <td>Fall 2018</td> <td>82%</td> <td>60%</td> <td>70%</td> </tr> </tbody> </table>	Year	CBA Students	National Average	Acceptable Perf. Level	Fall 2016	73%	55%	70%	Spring 2017	75%	59%	70%	Fall 2017	85%	57%	70%	Spring 2018	85%	51.66%	70%	Fall 2018	82%	60%	70%
Year	CBA Students	National Average	Acceptable Perf. Level																										
Fall 2016	73%	55%	70%																										
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Performance Indicator	Definition: Bachelor of Science in Business Administration (BSBA)													
3. Human resources Major Student Learning Results	Learning Outcome: Apply principles and practices related to workforce planning and employment, performance management, human resources training and development, compensation and benefits management, employee and labor relations, health, safety and security. Competency: Apply proper laws and regulations for the computation of compensation and benefits.													
Analysis of Results														
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made										
Students should achieve an average score of 70% or more in the course embedded case.	Internal; Course embedded application exercise Course: GERH 4019	Fall 2016 - 98.5% *Fall 2018 - 99% According to the Assessment Plan, measurements were required for the first time in Fall 2016, with a second measure to be performed in Fall 2018, which not belongs to this reporting period.	measurement in Fall 2018. Results from both years are not comparable. The assessment instrument used for Fall 2018 was very different from the instrument in Fall 2016. The assessment instrument for Fall 2016 consists of five application cases regarding laws and regulations while the one used in Fall 2018 consisted of multiple choice questions - at the memory level according to the Bloom taxonomy.	The Assessment Office will be using the assessment instrument used in Fall 2016. In order to have at least two comparable measures for this specific learning outcome the assessment exercise will be delivered again in Fall 2019.	<p>The chart displays two blue bars representing results for Fall 2016 (98.5%) and Fall 2018* (99%). A horizontal red line indicates the acceptable performance level at approximately 70%. The y-axis ranges from 0.0% to 120.0% in 20.0% increments.</p> <table border="1"> <caption>Human Resources Assessment Results</caption> <thead> <tr> <th>Year</th> <th>Results (%)</th> <th>Acceptable Perf. Level (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2016</td> <td>98.5%</td> <td>~70%</td> </tr> <tr> <td>Fall 2018*</td> <td>99%</td> <td>~70%</td> </tr> </tbody> </table>	Year	Results (%)	Acceptable Perf. Level (%)	Fall 2016	98.5%	~70%	Fall 2018*	99%	~70%
Year	Results (%)	Acceptable Perf. Level (%)												
Fall 2016	98.5%	~70%												
Fall 2018*	99%	~70%												

Performance Indicator																		
Definition: Bachelor of Science in Business Administration (BSBA)																		
1. Information Systems CPC Student Learning Results																		
Learning Outcome: Students will identify and utilize technical resources as a business working tool. Competency: Students will demonstrate proficiency in business application of computer word processing, spreadsheets, and presentations.																		
Analysis of Results																		
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made	Information System Assesment Results													
Students should achieve an average score of 70% or higher	Course embedded, direct, formative, internal exercises & rubric (ADMI 3010)	Fall 2018 - 84.8% Spring 2018 - 99.0% Fall 2017 - 96.2% Spring 2017 - 94.8% Fall 2016 - 97.9%	Students have demonstrated proficiency of the competency.	None	<table border="1"> <caption>Information System Assesment Results</caption> <thead> <tr> <th>Term</th> <th>Results (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2016</td> <td>~98%</td> </tr> <tr> <td>Spring 2017</td> <td>~95%</td> </tr> <tr> <td>Fall 2017</td> <td>~96%</td> </tr> <tr> <td>Spring 2018</td> <td>~99%</td> </tr> <tr> <td>Fall 2018</td> <td>~85%</td> </tr> </tbody> </table>		Term	Results (%)	Fall 2016	~98%	Spring 2017	~95%	Fall 2017	~96%	Spring 2018	~99%	Fall 2018	~85%
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Definition: Bachelor of Science in Business Administration (BSBA)																		
2. Information System Major Student Learning Results																		
Learning Outcome: Identify a problem and define the appropriate computing requirements. Competency: Design a solution to a business problem using a programming language.																		
Analysis of Results																		
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made	Information System Major Solve Business Problem													
Students should achieve an average score of 70% or higher.	Course embedded, direct, formative, internal exercises & rubric (SICI 3029)	Results for: Fall 2018 – 76% Fall 2017 – 43% Fall 2016 – 84%	Lower scores were related to: 1. development of algorithm and structures (which in turn affects the general performance of a program) and 2. input validation	The exercise will be repeated after incorporating additional practice and allocating more time for classroom discussion of these subjects.	<table border="1"> <caption>Information System Major Solve Business Problem</caption> <thead> <tr> <th>Term</th> <th>Results (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2016</td> <td>84%</td> </tr> <tr> <td>Fall 2017</td> <td>43%</td> </tr> <tr> <td>Fall 2018</td> <td>76%</td> </tr> </tbody> </table>		Term	Results (%)	Fall 2016	84%	Fall 2017	43%	Fall 2018	76%				
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Performance Indicator																					
Definition: Bachelor of Science in Business Administration (BSBA)																					
1. Marketing CPC Student Learning Results		Learning Outcome: Students will understand the basic marketing concepts related to business. Competency: Students will demonstrate proficiency in the basic functions of marketing.																			
Analysis of Results																					
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made																	
Students should achieve an average score of 70% or higher	Internal Course embedded exercise & rubric (MERC 3115)	Spring 2018 – 72.5% Fall 2017 – 77.8% Spring 2017 – 83.0% Fall 2016 – 88.0% Average: 84.4%	Outlier scores tend to distort the performance measure as it stands at the present time.	Performance indicator will be revised for the next cycle.	<p style="text-align: center;">Marketing Assessment Results</p> <table border="1"> <caption>Marketing Assessment Results Data</caption> <thead> <tr> <th>Term</th> <th>Results (%)</th> <th>Acceptable Perf. Level (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2016</td> <td>88.0%</td> <td>70.0%</td> </tr> <tr> <td>Spring 2017</td> <td>83.0%</td> <td>70.0%</td> </tr> <tr> <td>Fall 2017</td> <td>77.8%</td> <td>70.0%</td> </tr> </tbody> </table>	Term	Results (%)	Acceptable Perf. Level (%)	Fall 2016	88.0%	70.0%	Spring 2017	83.0%	70.0%	Fall 2017	77.8%	70.0%				
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2. Marketing Benchmarking Student Learning Results		Learning Outcome: Students will understand the basic marketing concepts related to business. Competency: Students will apply marketing skills to make marketing decisions.																			
Analysis of Results																					
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made																	
Above National Average Students should achieve an average score of 70% or higher	Summative/Formative Students will apply marketing decisions skills in marketing in COMP XM Simulation	CBA Results: Spring 2018 - 77% Spring 2017 - 70% Fall 2016 - 68% National Average Spring 2018 - 58% Spring 2017 - 60% Fall 2016 - 57%	Performance measure deserves revision even though results were close to target. Analysis of COMP XM results showed that students' scores were above national average. COMP XM simulation results include over 2,500 teams competing in USA and abroad.	COMP XM results merit further analysis to determine if simulation results are a better performance indicator than the current one.	<p style="text-align: center;">Marketing - Comp XM Results</p> <table border="1"> <caption>Marketing - Comp XM Results Data</caption> <thead> <tr> <th>Term</th> <th>CBA Students (%)</th> <th>National Average (%)</th> <th>Acceptable Perf. Level (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2016</td> <td>68.0%</td> <td>57.0%</td> <td>70.0%</td> </tr> <tr> <td>Spring 2017</td> <td>70.0%</td> <td>60.0%</td> <td>70.0%</td> </tr> <tr> <td>Spring 2018</td> <td>77.0%</td> <td>58.0%</td> <td>70.0%</td> </tr> </tbody> </table>	Term	CBA Students (%)	National Average (%)	Acceptable Perf. Level (%)	Fall 2016	68.0%	57.0%	70.0%	Spring 2017	70.0%	60.0%	70.0%	Spring 2018	77.0%	58.0%	70.0%
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Performance Indicator	Definition: Bachelor of Science in Business Administration (BSBA)																			
3. Marketing Major Student Learning Results	Learning Outcome: Marketing students will apply theoretical concepts to the development of marketing strategies in a local and international environment. Competency: Students will demonstrate proficiency in developing an international marketing plan to implement strategies in a local and international context.																			
Analysis of Results																				
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made																
Students will score 70% or more on course embedded exercise or special assignment.	Internal /Course embedded MERC 4065	Spring 2018 - 72% Spring 2017 - 73% Spring 2016 - 81%	Spring 2018 Most students successfully applied theoretical concepts to the development of marketing strategies in the international context. However, there were some problems in the application of these concepts to marketing strategies in the international context.	Due date provides more time to deliver the export plan. Student has the opportunity to improve each section of the plan. Allow resubmission of all parts. More class time and exercises on tactics and implementation schedules.	<p>The chart displays the following data:</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Results (%)</th> <th>Acceptable Perf. Level (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2016</td> <td>81%</td> <td>70%</td> </tr> <tr> <td>Spring 2016</td> <td>81%</td> <td>70%</td> </tr> <tr> <td>Spring 2017</td> <td>73%</td> <td>70%</td> </tr> <tr> <td>Spring 2018</td> <td>72%</td> <td>70%</td> </tr> </tbody> </table>	Year	Results (%)	Acceptable Perf. Level (%)	Spring 2016	81%	70%	Spring 2016	81%	70%	Spring 2017	73%	70%	Spring 2018	72%	70%
Year	Results (%)	Acceptable Perf. Level (%)																		
Spring 2016	81%	70%																		
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Spring 2017	73%	70%																		
Spring 2018	72%	70%																		

Performance Indicator														
Definition: Bachelor in Office Administration (BOA)														
BOA Research Skills														
Learning Outcome: Development of knowledge and skills necessary to design research proposals and statistics needed to create new knowledge in modern organizations.														
Competency: Demonstrate creativity to create innovative research proposals to solve problems in the business environment.														
Analysis of Results														
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made										
Students will score 70% or more in rubric.	Internal Direct: ADOF 4019 Program Standardized Rubrics (PSR); direct; formative; intern; ADOF 4025	Spring 2018 - 78.00% Spring 2017 - Student's strike 68.00% Spring 2016-Pause Analysis of Results	Spring 2018- No action is required. Spring 2017 - Student's strike The acceptable performance level was achieved in all instances. Even when the students did not achieve the performance level for 2017, it was close to 70%. Eighty-seven percent (87%) of the students have obtained more than 70% in the mastery of the knowledge and skills in Research Skills. However, we noticed that students could improve the skills of interpretation and analysis of results applicable to findings, conclusions and recommendations area of the project.	2018 - None Fall 2016 - BOA decided to have a pause in the recollection of data to analyze the results. Actions Taken: <ul style="list-style-type: none"> •Expand the discussion time of Research Skills in more core courses in Office Administration to reinforce this competency. •Encourage the use of the Research Center of the College of Business Administration •Add activities in Research Skills in core courses in the 3rd year of the curriculum. •Develop internal tools or rubric to assess the understanding of Research Skills. •Varying teaching methods to ensure student responsiveness. •Add Research Skills CPC to the core course ADOF 4019. 	<div style="text-align: center;"> <p>BOA Research Skills</p> <table border="1"> <caption>BOA Research Skills Performance Data</caption> <thead> <tr> <th>Year</th> <th>Results (%)</th> <th>Acceptable Perf. Level (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2017</td> <td>68%</td> <td>68%</td> </tr> <tr> <td>Spring 2018</td> <td>78%</td> <td>68%</td> </tr> </tbody> </table> </div>	Year	Results (%)	Acceptable Perf. Level (%)	Spring 2017	68%	68%	Spring 2018	78%	68%
Year	Results (%)	Acceptable Perf. Level (%)												
Spring 2017	68%	68%												
Spring 2018	78%	68%												

Performance Indicator	Definition: Bachelor in Office Administration (BOA)													
Communication in Spanish	<p>Learning Outcome: Communicate effectively in written Spanish.</p> <p>Competency: Grammar rules will be used creatively to write and design high quality business documents.</p>													
Analysis of Results														
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made										
Students will score 70% or more.	Program Standardized Rubrics (PSR); Direct, Formative, Internal (ADOF 3017)	<p>Spring 2016-Pause Analysis of Results</p> <p>Spring 2017 - 83.33%</p> <p>Spring 2018 - 86.52%</p>	Acceptable performance level was achieved in all the semesters; also results show a trend of improvement.	<p>Fall 2016 - BOA decided to have a pause in the recollection of data to analyze the results.</p> <p>The following actions were taken during the new BOA assessment cycle starting Spring 2017:</p> <p>BOA faculty revised the standardized rubric used for the assessment instrument in order to minimize the subjectivity of the professor and the results were almost the same.</p>	<p>BOA - Communication (Spanish)</p> <table border="1"> <caption>BOA - Communication (Spanish) Data</caption> <thead> <tr> <th>Year</th> <th>Results (%)</th> <th>Acceptable Perf. Level (%)</th> </tr> </thead> <tbody> <tr> <td>Spring 2017</td> <td>83.33%</td> <td>70.00%</td> </tr> <tr> <td>Spring 2018</td> <td>86.52%</td> <td>70.00%</td> </tr> </tbody> </table>	Year	Results (%)	Acceptable Perf. Level (%)	Spring 2017	83.33%	70.00%	Spring 2018	86.52%	70.00%
Year	Results (%)	Acceptable Perf. Level (%)												
Spring 2017	83.33%	70.00%												
Spring 2018	86.52%	70.00%												

Performance Indicator	Definition: Bachelor in Office Administration (BOA)													
Communication in English	<p>Learning Outcome: Communicate effectively in written English.</p> <p>Competency: Grammar rules will be used creatively to write and design high quality business documents.</p>													
Analysis of Results														
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made										
Students will score 70% or more.	Program Standardized Rubrics (PSR); Direct, Formative, Internal (ADOF 3017)	Spring 2017 - 95% Spring 2018 - 89.49%	Acceptable performance level was achieved in all the semesters; also results show a trend of improvement.	<p>Fall 2016 - BOA decided to have a pause in the recolection of data to analyze the resultsThe following actions were taken during the new BOA assessment cycle starting Spring 2017:</p> <p>BOA faculty revised the standardized rubric used for the assessment instrument in order to minimize the subjectivity of the professor and the results were almost the same.</p>	<p>BOA Communication (English)</p> <table border="1"> <caption>BOA Communication (English) Results</caption> <thead> <tr> <th>Year</th> <th>Results</th> <th>Acceptable Perf. Level</th> </tr> </thead> <tbody> <tr> <td>Spring 2017</td> <td>95.00%</td> <td>70.00%</td> </tr> <tr> <td>Spring 2018</td> <td>89.49%</td> <td>70.00%</td> </tr> </tbody> </table>	Year	Results	Acceptable Perf. Level	Spring 2017	95.00%	70.00%	Spring 2018	89.49%	70.00%
Year	Results	Acceptable Perf. Level												
Spring 2017	95.00%	70.00%												
Spring 2018	89.49%	70.00%												

Performance Indicator														
Definition: Master in Business Administration (MBA)														
Goal # 1: Knowledge of Management														
Competency: Students will demonstrate business knowledge by implementing in a simulation, business level strategies that improve overall performance														
Competency: Students should be able to exhibit proficiency in applying business administration theory and related principles to problems and issues encountered in a dynamic business environment														
Analysis of Results														
Performance Measure	What is your measurement instrument or process?	Current Results	What did you learn from the results?	Action Taken or Improvements Made										
Students should achieve an average score of 80% or higher.	Course-embedded exercise; direct; formative; external. Business Simulation (GERE 6096) . This is an Integrational capstone required for all the MBA concentration	Fall 2018 - 92% Fall 2017 - 85% Fall 2016 - 90% According to the Assessment Plan, this assessment is delivered in the Fall Semester. As the day of this report the Fall 2018 assessment was delivered but is not part of this reporting period.	The acceptable performance level was achieved in 2018, 2017 and 2016.	No Action needed	<p style="text-align: center;">MBA - Knowledge of Management</p> <table border="1"> <caption>Data for MBA - Knowledge of Management Chart</caption> <thead> <tr> <th>Year</th> <th>Results (%)</th> <th>Acceptable Perf. Level (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 2016</td> <td>90%</td> <td>80%</td> </tr> <tr> <td>Fall 2017</td> <td>85%</td> <td>80%</td> </tr> </tbody> </table>	Year	Results (%)	Acceptable Perf. Level (%)	Fall 2016	90%	80%	Fall 2017	85%	80%
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Fall 2016	90%	80%												
Fall 2017	85%	80%												