

Delta State University

College of Business and Aviation

**Learning Outcomes for ACBSP Accredited Programs
School of Management, Marketing, & Business Administration**

2024-2025 Self-Study Year



Program Outcomes – Integrated/Master of Business Administration (iMBA/MBA)

MBA and iMBA students will demonstrate the ability to perform professional research and analysis.

MBA and iMBA students will display ability to integrate of the functional areas of business.

MBA and iMBA students will be proficient in critical thinking skills.

Integrated/Master of Business Administration (iMBA/MBA)

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of MBA students taking MKT 600 will earn 80% or better on their research papers and market analysis, demonstrating the ability to perform professional research and analysis.	Direct, formative, internal - Student performance on a research paper and market analysis project.	CY 23 - 75% of students earned a B or better.	The MKT 600 courses where students completed a research paper or market analysis individually they tended to do better. In the courses where it was a group assignment the results were worse. The results of the group projects do not accurately reflect if all students can perform research. Ensure that each section of MKT 600 has an individual research paper or market analysis.
80% of the MBA and iMBA majors who take MKT 600 will earn 80% or better in averaging four case assignments, indicating that they are proficient in critical thinking skills.	Student performance on four case assignments that require students to identify the problem at an organization, generate multiple alternatives to solving the problem, develop criteria for evaluating the	CY24 - 71% of MBA and iMBA students in MKT 600 scored an average of 80% or higher in their four case assignments.	The evaluation results were used in two ways. One was to assess whether the learning outcome was achieved. In this case, the learning outcome was not achieved. Another use was to determine whether the learning outcome needs to be changed.

	alternatives, and select a solution.		Faculty plan to implement the assignment during the spring 2026 semester (this course is currently only taught in the spring).
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Program Outcomes – Business Core (BBA)

All BBA Degree students will understand the core business competencies of accounting, finance, information systems, economics, management, and marketing as applied in a business context.

Bachelor of Business Administration Business Core

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
All BBA Degree students will score at the 50 th percentile of ACBSP Accredited Programs in Region 3 on the Peregrine Academic undergraduate business core aggregate direct assessment.	Direct, external, comparative – Students complete an outbound assessment through Peregrine	Based on the Peregrine CPC Assessment students did not perform at or above the 50 th percentile early in our earlier use of CPC.	<p>We see through these reports that we need to have better training methods on how to analysis assessment data and how to create better methods of course assessments.</p> <p>Faculty will begin to evaluate Peregrine CPC reports with more PD training on how to analysis the subtopics to better identify the areas of need for improvement. Once these areas are identified, faculty will then have a better understanding of where they need to make improvements to their coursework to improve student understanding. This will also help the teachers to better develop assessment methods to identify gaps. By identifying these gaps, faculty will now have a better understand of what course content that the faculty will need to focus on to improve student understand of and content.</p>

Program Outcomes – General Business (BBA)

All General Business degree students will understand the core business competencies of accounting, finance, information systems, economic, management, and marketing as applied in a business context.

All General Business degree students will understand the core business competencies of General Business.

General Business majors will apply effective written communication skills.

General Business majors will integrate concepts in the major areas of business: accounting, finance, computer information systems, management, and marketing.

General Business majors will apply critical and creative thinking skills in a business context.

Bachelor of Business Administration General Business

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
General Business graduates will score 60th percentile of ACBSP Accredited Programs in Region 3 on the Academic undergraduate business core aggregate direct assessment.	Direct, External, comparative - Students complete an outbound assessment through Peregrine	Based on the Peregrine CPC Assessment, we are starting to see that our students are not performing as well against student from our peer institutions in some semesters.	<p>We see through these reports that we need to have better training methods on how to analyze assessment data and how to create better methods of course assessments.</p> <p>Faculty will begin to evaluate Peregrine CPC reports with more PD training on how to analyze the subtopics to better identify the areas of need for improvement. Once these areas are identified, faculty will then have a better understanding of where they need to make improvements to their coursework to improve student understanding. This will also help the teachers to better develop assessment methods to identify</p>

			gaps. By identifying these gaps, faculty will now have a better understanding of what course content that the faculty will need to focus on to improve student understanding of and content.
General Business graduates will score 60th percentile of ACBSP Accredited Programs in Region 3 on the Peregrine Academic undergraduate Business Integration and Strategic Management section.	Direct, External, comparative - Students complete an outbound assessment through Peregrine	Based on the Peregrine CPC Assessment, we are starting to see that our students are not performing as well against student from our peer institutions in some semesters on the Business Integration and Strategic Management section	<p>We see through these reports that we need to have better training methods on how to analyze assessment data and how to create better methods of course assessments.</p> <p>Faculty will begin to evaluate Peregrine CPC reports with more PD training on how to analyze the subtopics to better identify the areas of need for improvement. Once these areas are identified, faculty will then have a better understanding of where they need to make improvements to their coursework to improve student understanding. This will also help the teachers to better develop assessment methods to identify gaps. By identifying these gaps, faculty will now have a better understanding of what course content that the faculty will need to focus on to improve student understanding of and content.</p>
75% of the General Business majors taking MGT 499 will earn 80% or higher on the	Direct, formative, internal - Student performance on the writing evaluation part of a business plan project.	Spring 2024: 87% of General Business majors in MGT 499 section 02 earned a grade of 80% or higher.	Spring 2024: Students who did not earn 80% or higher were offered guidance on how to improve their

<p>writing evaluation part of a business plan project.</p>		<p>Fall 2024: 100% of the General Business majors in MGT 499 section 01 earned a grade of 80% or higher.</p>	<p>writing skills and were provided with writing resources.</p> <p>Fall 2024: Although the learning outcome objective was met in MGT 499, faculty decided to revise the requirements of the project to reinforce student learning and performance.</p> <p>Spring 2024: To strengthen students' writing skills, faculty plans to implement Packback, an instructional AI supported online writing and discussion platform for developing critical thinking, curiosity, and writing skills. The platform provides instructors with sophisticated methods to engage, assess, and provide feedback.</p> <p>Fall 2024: Faculty decided to revise the project requirements to have students cross-check each other's written work.</p>
<p>75% of the General Business majors taking MGT 499 will earn 80% or higher on a written business plan project that comprehensively integrates the major areas of business.</p>	<p>Direct, formative, internal - Student performance on a business plan project that comprehensively integrates the major areas of business, including accounting, finance, computer information systems, management, and marketing.</p>	<p>Spring 2024: 93% of General Business majors in MGT 499 section 02 earned 80% or higher on their business plan.</p> <p>Fall 2024: 100% of the General Business majors in MGT 499 section 01 earned a grade of 80% or higher.</p>	<p>Spring 2024: Faculty observed that of the General Business students who did not earn 80% or better on their business plan, 100% of the General Business majors passed the course.</p> <p>Fall 2024: Faculty used the results to determine what changes should be made to the project that assesses the learning outcome.</p> <p>Spring 2024: Although all the General Business students in the</p>

			<p>course met the learning outcome objective, faculty decided to offer more case topics and alternate due dates to encourage students to complete their assignments leading up to the business plan more successfully.</p> <p>Fall 2024: Although the learning outcome objective was met, faculty decided to provide more specific requirements for the accounting, finance, and computer information systems components of the project.</p>
<p>75% of the General Business majors taking MGT 499 will earn 80% or higher on the business plan milestone assignment that requires them to apply critical and creative thinking skills.</p>	<p>Direct, formative, internal - Student performance on a business plan milestone assignment that requires students to apply critical and creating thinking skills to develop solutions within the context of a business setting.</p>	<p>Spring 2024: 87% of the General Business majors in MGT 499 section 02 earned 80% or better on their business plan.</p> <p>Fall 2024: 100% of the General Business majors in MGT 499 section 01 earned 80% or better on their business plan.</p>	<p>Spring 2024: Faculty observed that of the General Business students who did not earn an 80% or better on their business plan, 100% of the General Business majors passed the course.</p> <p>Fall 2024: Faculty observed that critical and creative thinking are highly context dependent and there is a need to measure the two within a more specific context of the latest business trends.</p> <p>The General Business Curriculum Committee met in October (2024), in collaboration with the Management Curriculum Committee, to discuss this program learning outcome and decided to streamline all the learning outcomes that assess creative thinking, critical thinking, problem-solving, and decision-making. The General Business</p>

			<p>committee decided to eliminate this outcome to focus on the skills assessed in PLO4, which was renumbered to PLO3. This outcome now reads as the following: PLO3: The General Business program will prepare students to apply decision-making techniques to solve business problems through real-world scenarios and applications.</p>
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Program Outcomes – Healthcare Administration (BBA)

Healthcare Administration majors will apply the functions of management: planning, organizing, leading, and controlling.

Healthcare Administration majors will be able to integrate theoretical concepts into functional areas of business in the healthcare industry.

Healthcare Administration majors will be able to apply effective decision-making and problem-solving techniques.

Healthcare Administration majors will demonstrate ability to work as a team member.

Bachelor of Business Administration Healthcare Administration

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
80% of the Healthcare Administration majors taking HCA 495 will earn an average of 80% or higher on two exams that indicate students can apply the functions of management.	Direct, formative, internal - Student performance on assessments with questions that require students to apply the four functions of management.	80% of the Healthcare Administration majors in HCA 495 scored 80% or higher on a midterm exam. 90% scored 80% or higher on the final exam.	Faculty determined that the midterm and final exams confirm the structure and content of course material (assignments and discussions) allow students to gain and retain knowledge of key concepts associated with the application of healthcare functions. Faculty plan to implement essay questions to the exam to further evaluate knowledge of key concepts.
80% of the Healthcare Administration majors taking HCA 302 and HCA 335 will earn 80% or higher on a research paper.	Direct, formative, internal - Student performance on a research paper that requires students to integrate the functional areas of business in the healthcare industry.	HCA 302: 100% of Healthcare Administration majors in HCA 302 earned a B or higher on their project. HCA 335: 90% of the Healthcare Administration majors in HCA 335 scored 80% or higher on their project.	Results are somewhat lower than expected due to team evaluations indicating low levels of participation by a small number of team members. Moving forward, projects will need to involve some form of AI integration to meet the ongoing onslaught of AI being integrated into all facets of systems development.

80% of the Healthcare Administration majors taking HCA 335 will earn an average of 80% or higher on four case projects.	Direct, formative, internal - Student performance on case projects that require students to apply decision-making and problem-solving techniques.	100% of the Healthcare Administration majors in HCA 335 scored an average of B or better on their case studies.	<p>Faculty determined that the case studies should continue to help students develop critical thinking but no impose finite decision making.</p> <p>Currently, this course is being taught by a temporary adjunct who may or may not teach the course the next time it is offered. The adjunct did not offer a plan for improvement. However, an improvement plan for this course will be developed by the next instructor to teach the course.</p>
80% of the Healthcare Administration majors taking MGT 499 will earn 80% or higher at the conclusion of their group project.	Direct, formative, internal - Student performance on a three-part group research project that requires students to work effectively with each other as a team.	100% of Healthcare Administration majors in MGT 499 earned a grade of B or higher.	<p>Faculty had implemented Bongo, an additional learning platform within Cengage's MindTap, and determined that more training is necessary to more effectively evaluate the student evaluation data generated from the platform.</p> <p>The curriculum committees met in October (2024) to discuss this program learning outcome. In an effort to streamline the learning outcomes to be assessed more efficiently, the committees decided to eliminate this learning outcome.</p>

Program Outcomes – Management (BBA)

All Management degree students will understand the core business competencies of accounting, finance, information systems, economic, management, and marketing as applied in a business context.

All Management degree students will understand the core business competencies of management.

Management majors will apply the functions of management: planning, organizing, leading, and controlling.

Management majors will apply critical and creative thinking in decision-making processes for solutions in business scenarios.

Management majors will integrate concepts in the major areas of business: accounting, finance, computer information systems, management, and marketing.

Management majors will apply effective written communication skills.

Bachelor of Business Administration Management

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
Management graduates will score 60th percentile of ACBSP Accredited Programs in Region 3 on the Academic undergraduate business core aggregate direct assessment.	Direct, External, comparative - Students complete an outbound assessment through Peregrine	Based on the Peregrine CPC Assessment, we are starting to see that our students are not performing as well against student from our peer institutions in some semesters.	<p>We see through these reports that we need to have better training methods on how to analyze assessment data and how to create better methods of course assessments.</p> <p>Faculty will begin to evaluate Peregrine CPC reports with more PD training on how to analyze the subtopics to better identify the areas of need for improvement. Once these areas are identified, faculty will then have a better understanding of where they need to make improvements to their coursework to improve student understanding. This will also help</p>

			the teachers to better develop assessment methods to identify gaps. By identifying these gaps, faculty will now have a better understanding of what course content that the faculty will need to focus on to improve student understanding of and content.
Management graduates will score 60th percentile of ACBSP Accredited Programs in Region 3 on the Peregrine Academic undergraduate Management section.	Direct, External, comparative - Students complete an outbound assessment through Peregrine	Based on the Peregrine CPC Assessment, we are starting to see that our students are not performing as well against student from our peer institutions in some semesters on the Management section	<p>We see through these reports that we need to have better training methods on how to analyze assessment data and how to create better methods of course assessments.</p> <p>Faculty will begin to evaluate Peregrine CPC reports with more PD training on how to analyze the subtopics to better identify the areas of need for improvement. Once these areas are identified, faculty will then have a better understanding of where they need to make improvements to their coursework to improve student understanding. This will also help the teachers to better develop assessment methods to identify gaps. By identifying these gaps, faculty will now have a better understanding of what course content that the faculty will need to focus on to improve student understanding of and content.</p>

80% of the Management majors taking MGT 484 will earn 80% or higher on a case study that requires them to apply the functions of management.	Direct, formative, internal - Student performance on a case study that investigates a real company.	CY 24 - 100% of the management majors in MGT 484 earned 80% or higher on their case study.	<p>The faculty member who taught the course during the spring 2024 semester is no longer at the university and did not provide an evaluation of the results.</p> <p>Increasing the number of teach case study video presentation from the previous year to allow students more opportunities to apply course concepts to real world scenarios and present their findings.</p>
80% of the Management majors taking MGT 499 will earn 80% or higher on a business plan milestone assignment that requires critical and creative thinking.	Direct, formative, internal - Student performance on a business plan milestone assignment.	CY 24 - 100% of the management majors in MGT 499 (spring and fall 2024 terms) scored 80% or higher on the project.	<p>Faculty determined that students were able to grasp strategic thinking skills and use them to think critically/creatively and make sound decisions in completing their business plans.</p> <p>The Management Curriculum Committee met in October (2024), in collaboration with the General Business Curriculum Committee, to discuss this program learning outcome and decided to streamline all the learning outcomes that assess creative thinking, critical thinking, problem-solving, and decision-making. The two committees decided to revise this outcome for both the management program and the general business program by removing the critical and creative thinking aspects to focus on the decision-making and problem-solving aspects. This</p>

			outcome was revised to the following: <i>PLO3: The Management program will prepare students to apply decision-making techniques to solve business problems through real-world scenarios and applications.</i>
80% of the Management majors taking MGT 499 will earn 80% or higher on a business plan project	Direct, formative, internal - Student performance on a business plan project that integrates the major areas of business, including accounting, finance, computer information systems, management, and marketing.	CY 24 - 100% of the management majors in MGT 499 (section 02) AND MGT 400 (section 01) earned a B or better on their business plan.	<p>MGT 499: Faculty used the results to determine what should be made to the course.</p> <p>MGT 400: Faculty used the results to determine what changes should be made to the project that assesses the learning outcome.</p> <p>MGT 499: Although all the management students in the course met the learning outcome objective, faculty decided to offer more case topics and alternate due dates to encourage students to complete their assignments leading up to the business plan more successfully.</p> <p>MGT 400: Although the learning outcome objective was met, faculty decided to provide more specific requirements for the accounting, finance, and computer information systems components of the project.</p>
80% of Management majors taking MGT 499 and MGT 484 will earn 80% or higher on a written business plan.	Direct, formative, internal - Student performance on a written business plan that expands their written communication skills within the context of a business setting.	<p>Spring 2024: 100% of the management majors in MGT 484 earned a B or higher on their case study;</p> <p>Fall 2024: 100% of the management majors in MGT</p>	Spring 2024: The faculty member who taught MGT 484 during the spring 2024 semester is no longer at the university and did not provide an evaluation of the results;

		<p>499 earned a B or higher on their business plan.</p>	<p>Fall 2024: Although the learning outcome objective was met in MGT 499, faculty decided to revise the requirements of the project to reinforce student learning and performance.</p> <p>Spring 2024: MGT 484 is currently offered only during the spring semester. The faculty member who taught the course during spring 2024 is no longer at the university and did not offer an improvement plan. The next faculty member to teach the course during the spring 2025 semester will implement improvement for the course. Faculty teaching the course during the spring 2025 semester faculty increased the number of team case study video presentations in the course from the previous year to allow students more opportunities to practice their communication skills;</p> <p>Fall 2024: Faculty in MGT 499 decided to revise the project requirements to have students cross-check each other's written work.</p>
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Program Outcomes – Marketing (BBA)

All Marketing degree students will understand the core business competencies of accounting, finance, information systems, economic, management, and marketing as applied in a business context.

All Marketing degree students will understand the core business competencies of marketing.

Marketing majors will be able to demonstrate excellent communication skills.

Marketing majors will demonstrate the ability to apply quantitative research skills.

Marketing majors will demonstrate proficiency in critical thinking skills.

Marketing majors will be able to create, explain and develop the components of a marketing plan.

Bachelor of Business Administration Marketing

Comparative Information and Data		Analysis of Results	
Performance Measure (Competency)	Data Collection (Evidence)	Results of Evaluation	Analysis and Action Taken
Marketing graduates will score 60th percentile of ACBSP Accredited Programs in Region 3 on the Academic undergraduate business core aggregate direct assessment.	Direct, External, comparative - Students complete an outbound assessment through Peregrine	Based on the Peregrine CPC Assessment, we are starting to see that our students are not performing as well against student from our peer institutions in some semesters.	<p>We see through these reports that we need to have better training methods on how to analyze assessment data and how to create better methods of course assessments.</p> <p>Faculty will begin to evaluate Peregrine CPC reports with more PD training on how to analyze the subtopics to better identify the areas of need for improvement. Once these areas are identified, faculty will then have a better understanding of where they need to make improvements to their coursework to improve student understanding. This will also help the teachers to better develop assessment methods to</p>

			identify gaps. By identifying these gaps, faculty will now have a better understanding of what course content that the faculty will need to focus on to improve student understanding of and content.
Marketing graduates will score 60th percentile of ACBSP Accredited Programs in Region 3 on the Peregrine Academic undergraduate Marketing section.	Direct, External, comparative - Students complete an outbound assessment through Peregrine	Based on the Peregrine CPC Assessment, we are starting to see that our students are not performing as well against student from our peer institutions in some semesters.	<p>We see through these reports that we need to have better training methods on how to analyze assessment data and how to create better methods of course assessments.</p> <p>Faculty will begin to evaluate Peregrine CPC reports with more PD training on how to analyze the subtopics to better identify the areas of need for improvement. Once these areas are identified, faculty will then have a better understanding of where they need to make improvements to their coursework to improve student understanding. This will also help the teachers to better develop assessment methods to identify gaps. By identifying these gaps, faculty will now have a better understanding of what course content that the faculty will need to focus on to improve student understanding of and content.</p>
80% of the Marketing majors taking MKT 321 will earn an average grade of 90% or higher on ten video discussion	Direct, formative, internal - Student performance on ten video discussions about the components necessary for	Spring 2024: 50% of the marketing majors in MKT 321 scored 80% or higher on	Spring 2024: The evaluation results were used in two ways. One was to assess whether the learning outcome was achieved. In this

assignments designed to measure whether they can effectively communicate.	sales presentations, such as the approach, objections, and closing.	<p>all their video discussion assignments.</p> <p>Fall 2024: 67% of the marketing majors in MKT 321 scored 80% or higher on all their video discussion assignments.</p>	<p>case, the learning outcome was not achieved. Another use was to determine whether the learning outcome needs to be changed. Since 80% of students did not achieve the learning outcome, faculty decided that measurement of the learning outcome needed to be changed. In the future, each student will develop individual sales presentations which will incorporate components of the sales presentation such as an approach, asking questions to uncover needs, mention of features, advantages and benefits, handling objections, closes and trial closes.</p> <p>Fall 2024: The evaluation results were used in two ways. One was to assess whether the learning outcome was achieved. In this case, the learning outcome was not achieved. Another use was to determine whether the learning outcome needs to be changed. Since 33% of students did not achieve the learning outcome, faculty decided that measurement of the learning outcome needs to be changed. In the future, each student will develop individual sales presentations which will incorporate components of the sales presentation such as an approach, asking questions to uncover needs, mention of features, advantages and</p>
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			<p>benefits, handling objections, closes and trial closes.</p> <p>Students' presentation skills will be measured by both oral and written presentations in front of the class.</p>
80% of the Marketing majors taking MKT 388 will earn a grade of 90% or higher on two statistical assignments in the SPSS software to demonstrate proficiency in quantitative research skills.	Direct, formative, external - Student performance on two statistical assignments in the SPSS software; students will calculate frequencies, means, and standard deviations with data obtained from a team research project; students will also report the significance of correlations, run an independent samples t-test or build a multiple regression model, and report and interpret the data.	89% of the marketing majors in MKT 388 scored 80% or higher on their first SPSS assignment. One hundred percent of the marketing majors scored 80% or higher on their second assignment.	<p>The evaluation results were used in two ways. One was to assess whether the learning outcome was achieved. In this case, the learning outcome was achieved. Another use was to determine whether the learning outcome needs to be changed. Faculty considered adding an additional assignment to measure quantitative proficiency.</p> <p>Adding a cross tabulation or reliability analysis to either the first SPSS assignment or making this a separate assignment. The assignment will require students to conduct at least one cross tabulation between categorical variables.</p>
80% of the Marketing majors taking MKT 499 will earn an average grade of 90% or higher on five case studies designed to expand their decision-making, problem solving, and critical thinking skills.	Direct, formative, internal - Student performance on five case studies of which students must identify a problem, relate concepts from the textbook to the case, generate three alternatives that will solve the problem, evaluate the advantages and disadvantages	80% of the marketing majors in MKT 499 scored 80% or higher on all their case studies.	The evaluation results were used in two ways. One was to assess whether the learning outcome was achieved. In this case, the learning outcome was achieved. Another use was to determine whether the learning outcome needs to be changed. Since 100% of the students did not achieve the learning

	of each alternative, and pick a solution to the problem.		<p>outcome, faculty determined not to change it.</p> <p>Faculty decided to update the case studies to reflect more current events.</p>
80% of the Marketing majors taking MKT 499 will earn a grade of 85% or higher on a marketing plan project that indicates they can understand and develop a marketing plan.	Direct, formative, internal - Student performance on a marketing plan for a real product or service; students must address why the product/service is successful, advantages, external environments, target market, segmentation strategy, pricing, promotion, distribution, and other decisions.	90% of the marketing majors in MKT 499 scored 80% or higher on their individual marketing plan.	<p>The evaluation results were used in two ways. One was to assess whether the learning outcome was achieved. In this case, the learning outcome was achieved. Another use was to determine whether the learning outcome needs to be changed. Since only 30% of the students scored 90% or higher, faculty determined not to change the outcome.</p> <p>Presently, the grade for the marketing plan is solely based on a written project. Faculty is considering adding an oral presentation so each student can present the highlights of his or her marketing plan. The presentation would be part of the marketing plan grade.</p>