

## Business Analytics, MS



### Assessment Overview & Results Summary

<b>College/School:</b>	School of Business
<b>Measures Used:</b>	Rubrics, surveys, presentations/writing samples, course embedded assessments, standardized assessments, etc.
<b>Process for Interpretation of Evidence:</b>	The Master of Science in Business Analytics (MSBA) program assesses six learning outcomes on a 2 1/2-year cycle. The program uses various methods of assessment in appropriate program courses to evaluate the quality of student work in the areas of advanced real estate knowledge, interpersonal skills in diverse environments, critical analysis skills, applied real estate skills, (oral and written) business communication skills, and standards of ethical behavior.
<b>How Findings are Used:</b>	✓ Changes to assessment methods
<b>Results Summary and Continuous Improvement Actions for AY 2020-2021:</b>	<p>In Fall 2020, the MSBA students were assessed for their business writing skills. Using a rubric, a sample of a written assignment is assessed in MSBA-508. The writing assignment is reviewed by an external reviewer using a rubric that evaluates context of and purpose for writing, content development, genre, disciplinary conventions, sources and evidence, and control of syntax and mechanics. Results were:</p> <ul style="list-style-type: none"><li>• Context of and Purpose for Writing: Mean was 2.88. 72% of the students met or exceeded this criterion.</li><li>• Content Development: Mean was 2.56. 64% of the students met or exceeded this criterion.</li><li>• Genre and Disciplinary Conventions: Mean was 3.20. 80% of the students met or exceeded this criterion.</li><li>• Services and Evidence: Mean was 0.00. 0% of the students met or exceeded this criterion.</li><li>• Control of Syntax and Mechanics: Mean was 2.60. 65% of the students met or exceeded this criterion.</li></ul>