



Student Learning Assessment Report, Academic

Report Year

Program

Department Head

Submitted By

Previously Submitted Reports

Mission

Business Analytics (or Analytics for Business) is focused on using statistical and other quantitative analyses of past performance to develop insight on future performance. In the 21st century, it is essential for strategic planning as it forms the basis for data-driven decision making. Analytics are useful in finding relationships in data/processes that have previously not been understood, determining the extent of their significance, and describing how changes to current conditions might impact future performance. Students who pursue this concentration will be equipped with a number of intermediate and advanced quantitative techniques that will allow them to transform messy data into useful information from which smart decisions can be made.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Specialized Knowledge and Skills.

Visually present data in a number of useful mathematical/statistical forms through the use of modern technical software.

Siena College LG1: Reason, School of Business LG6: Business Specialization , Program LG3: Specialized Knowledge

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

When does assessment occur?

How often does assessment occur?

Criteria (How do you know students are achieving learning outcome?)

For all objectives:

Exceed:	91	-	100%
Meet:	70	-	90%
Doesn't meet:	69	%	or less

80% of students scoring at least Meet.

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

LG 5. Use R to visualize, transform, and analyze time series data.

Exceeded = 10/16
Met 4/16
Does not Meet 2/16

100% (17/17) of students scoring at least Meet.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

We had the students present a research topic of their choice. The students had to choose the correct analysis, correct visual displays and had to present their findings in a clear manner.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Communication

Use mathematical models to describe commonly occurring behaviors, processes and trends in business. Siena College LG2: Rhetoric, School of Business LG2: Communication, Program LG2: Communication

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

All students had to give a final presentation that included a PowerPoint of their analysis.

When does assessment occur?

BAAS 320

How often does assessment occur?

Yearly

Criteria (How do you know students are achieving learning outcome?)

For all objectives:

Exceed: 91 - 100%
Meet: 70 - 90%
Doesn't meet: 69 % or less

80% of students scoring at least Meet.

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Exceeded = 16/16
Met 0/16
Does not Meet 0/16

100% (17/17) of students scoring at least Meet.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

We had the students present a research topic of their choice. The students had to choose the correct analysis, correct visual displays and had to present their findings in a clear manner.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Decision Making

Perform statistical tests and probabilistic analysis on data models and determine the appropriateness of their fit. Siena College LG1: Reason, School of Business LG1: Problem Solving, Program LG1: Problem Solving

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

final exam questions on the topic of hypothesis tests, ANOVA and regression.

When does assessment occur?

BAAS 210

How often does assessment occur?

Yearly

Criteria (How do you know students are achieving learning outcome?)

For all objectives:

Exceed: 91 - 100%
Meet: 70 - 90%
Doesn't meet: 69 % or less

80% of students scoring at least Meet.

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

LG 2-5 of BAAS210

Exceed: 10/18
Meet: 6/18
Does Not Meet: 2/18

87% (16/18) of students scoring at least Meet

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

Great results will continue to monitor.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Communication - continued

Describe models in technical and nontechnical terms including their appropriateness and method of construct. Siena College LG2: Rhetoric, School of Business LG2: Communication, Program LG2: Communication

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

All students had to give a final presentation that included a PowerPoint of their analysis. The students will analyze their own chosen data set for trends. After the analysis is completed, they will have to present their answers and potential impact analysis as part of the final grade.

When does assessment occur?

BAAS-320

How often does assessment occur?

Yearly

Criteria (How do you know students are achieving learning outcome?)

For all objectives:

Exceed: 91 - 100%

Meet: 70 - 90%

Doesn't meet: 69 % or less

80% of students scoring at least Meet.

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Exceeded = 10/16

Met 4/16

Does not Meet 2/16

100% (14/16) of students scoring at least Meet.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

We had the students present a research topic of their choice. The students had to choose the correct analysis, correct visual displays and had to present their findings in a clear manner.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

2. Phase

Check all that apply

Communication -- continued

Discuss the sensitivity of model parameters to technical and nontechnical stakeholders. Siena College LG2: Rhetoric, School of Business LG2: Communication, Program LG2: Communication

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Case study analysis

When does assessment occur?

BAAS 210

How often does assessment occur?

Yearly

Criteria (How do you know students are achieving learning outcome?)

For all objectives:

Exceed: 91 - 100%

Meet: 70 - 90%

Doesn't meet: 69 % or less

80% of students scoring at least Meet.

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Case Study of QBUS210

Exceed: 3/18

Meet: 8/18

Does Not Meet: 7/18

(11/18) of students scoring at least Meet

Learning Outcome Met? (Based on Criteria)

No

5. Use of Results (Discussing/ using results)

We moved to another assessment in BAAS-210 that was more rigorous. We gave the students a final project on regression. The students struggled with residual analysis and so we will attempt to make it a focal point next semester.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Decision Making -- Continued

Transform data so that quantitative solutions are realizable. Siena College LG1: Reason, School of Business LG1: Problem Solving, Program LG1: Problem Solving

2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

All students had to give a final presentation that included a PowerPoint of their analysis.

When does assessment occur?

BAAS 320

How often does assessment occur?

Yearly

Criteria (How do you know students are achieving learning outcome?)

For all objectives:

Exceed: 91 - 100%

Meet: 70 - 90%

Doesn't meet: 69 % or less

80% of students scoring at least Meet.

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Exceeded = 14/16

Met 2/16

Does not Meet 0/116

100% (17/17) of students scoring at least Meet.

Learning Outcome Met? (Based on Criteria)

Yes

5. Use of Results (Discussing/ using results)

We had the students present a research topic of their choice. The students had to choose the correct analysis, correct visual displays and had to present their findings in a clear manner.

Assessment

1. Major/Program Student Learning Outcomes

Student will be able to...

Social Responsibility

Describe ethical issues that arise from data collection and data analysis.

2. Phase

Check all that apply

- Planning/ determining procedure**
- Planning/ Redesigning based on past assessment**
- Collecting/ analyzing assessment data**
- Discussing/ using result**
- Determining if Changes had an Impact on Student Learning**
- Objective not assessed this year**

3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Case study analysis

When does assessment occur?

BAAS 210

How often does assessment occur?

Yearly

Criteria (How do you know students are achieving learning outcome?)

For all objectives:

Exceed: 91 - 100%

Meet: 70 - 90%

Doesn't meet: 69 % or less

80% of students scoring at least Meet.

4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Case Study of BAASS210

Exceed: 15/18

Meet: 0/18

Does Not Meet: 3/18

(15/18) of students scoring at least Meet

Learning Outcome Met? (Based on Criteria)

Yes



5. Use of Results (Discussing/ using results)

Good results will continue to monitor.

Package History

Date	User	Action
5/17/2023 12:40:55 PM	Joseph McCollum	Submitted 'Student Learning Assessment Report'
5/17/2023 12:41:33 PM	Joseph McCollum	Received
5/17/2023 12:41:34 PM	Provost and Senior Vice President	Received
5/17/2023 12:41:34 PM	School of Business - Asst. Dean	Received
5/17/2023 12:41:34 PM	School of Business - Dean	Received
5/17/2023 12:41:34 PM	John O'Neill	Received
5/17/2023 12:41:34 PM	School of Science - Asst. Dean	Received
5/17/2023 12:41:35 PM	Institutional Effectiveness	Received
5/17/2023 2:57:01 PM	John O'Neill	Decision Approved
5/17/2023 5:58:59 PM	Margaret Madden	Decision Approved