



**DIRECT ASSESSMENT RESULTS**

**CRITICAL AND ANALYTICAL THINKING**

**INFORMATION TECHNOLOGY**

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## ***Embedded Assessment Results for BBA Program Goals 2 and 3***

### ***BBA Program Level Goal 2 and 3:***

Goal 2: Acquire analytical and critical thinking skills to evaluate information, solve problems, and make sound decisions.

Goal 3: Acquire information technology skills that are useful in decision-making.

### ***Methods:***

The BBA Course Alignment Grid identifies core courses that both cover and assess critical thinking skills and informational technology skills. Faculty in each of these core course teaching groups participated in this assessment. Faculty were asked to assess students using the criteria of Exceeds Expectations, Meets Expectations, or Does Not Meet Expectations. Working with faculty teaching core course sections, each core course coordinator chose their course's method of assessment, which included common test questions and assignments as well as assessment rubrics and are indicated on the tables after the course numbers.

In order to comply with SACS requirements, the results of direct measures of critical thinking are presented by department major.

Accounting Critical/Analytical Thinking	N=	Fails to Meet	Meets	Exceed	M+E=
ACC 2361 - test questions/problems	20	20%	35%	45%	80%
ACC 2362 - common exam questions	117	23%	63%	14%	77%
ECO 2314 - common exam questions					
ECO 2315 - common exam	97	23%	49%	28%	77%
QMST 2333 - homework/quiz problems	154	24%	38%	38%	76%
BLAW 2361 - common exam questions	90	36%	22%	42%	64%
MGT 3303 - common exam questions	85	9%	33%	58%	91%
FIN 3312 - required class assignment	79	8%	32%	60%	92%
MGT 3353 - common exam questions	69	14%	57%	29%	86%
MKT 3343 - common exam questions	323	7%	38%	55%	93%
CIS 3380 - common final questions	145	18%	59%	23%	82%
MGT 4335 - corporate strategy analysis	30	10%	70%	20%	90%

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## Computer Information Systems

Computer Information Systems Critical/Analytical Thinking	N=	Fails to Meet	Meets	Exceed	M+E=
ACC 2361 - test questions/problems	5	50%	20%	20%	40%
ACC 2362 - common exam questions	30	56%	34%	10%	44%
ECO 2314 - common exam questions					
ECO 2315 - common exam	24	42%	46%	12%	58%
QMST 2333 - homework/quiz problems	34	35%	30%	35%	65%
BLAW 2361 - common exam questions	14	50%	7%	43%	50%
MGT 3303 - common exam questions	21	19%	52%	29%	81%
FIN 3312 - required class assignment	11	9%	27%	64%	91%
MGT 3353 - common exam questions	13	15%	62%	23%	85%
MKT 3343 - common exam questions	67	6%	36%	58%	94%
CIS 3380 - common final questions	38	9%	52%	39%	91%
MGT 4335 - corporate strategy analysis	5	0%	80%	20%	100%

## Economics

Economics Critical/Analytical Thinking	N=	Fails to Meet	Meets	Exceed	M+E=
ACC 2361 - test questions/problems	3	33%	67%	0%	67%
ACC 2362 - common exam questions	12	8%	50%	42%	92%
ECO 2314 - common exam questions					
ECO 2315 - common exam	24	29%	50%	21%	71%
QMST 2333 - homework/quiz problems	17	30%	35%	35%	70%
BLAW 2361 - common exam questions	8	25%	12%	63%	75%
MGT 3303 - common exam questions	12	8%	34%	58%	92%
FIN 3312 - required class assignment	14	14%	14%	72%	86%
MGT 3353 - common exam questions	8	12%	63%	25%	88%
MKT 3343 - common exam questions	NM	NM	NM	NM	NM
CIS 3380 - common final questions	NM	NM	NM	NM	NM
MGT 4335 - corporate strategy analysis	3	0%	67%	33%	100%

NM=Not Meaningful – Course did not separate Economics majors from Finance Majors

## Finance

Finance Critical/Analytical Thinking	N=	Fails to Meet	Meets	Exceed	M+E=
ACC 2361 - test questions/problems	12	50%	33%	17%	50%
ACC 2362 - common exam questions	72	32%	56%	12%	68%
ECO 2314 - common exam questions					
ECO 2315 - common exam	54	20%	52%	28%	80%
QMST 2333 - homework/quiz problems	104	31%	45%	24%	69%
BLAW 2361 - common exam questions	59	44%	14%	42%	56%
MGT 3303 - common exam questions	60	8%	48%	42%	90%
FIN 3312 - required class assignment	47	6%	32%	62%	94%
MGT 3353 - common exam questions	55	23%	35%	42%	77%
MKT 3343 - common exam questions	186*	8%	37%	55%	92%
CIS 3380 - common final questions	108	22%	56%	22%	78%
MGT 4335 - corporate strategy analysis	33	18%	67%	15%	82%

\* Economics and Finance majors combined by the teaching group

## Management

Management Critical/Analytical Thinking	N=	Fails to Meet	Meets	Exceed	M+E=
ACC 2361 - test questions/problems	18	44%	39%	17%	56%
ACC 2362 - common exam questions	154	35%	56%	9%	65%
ECO 2314 - common exam questions					
ECO 2315 - common exam	142	28%	51%	21%	72%
QMST 2333 - homework/quiz problems	239	36%	36%	28%	64%
BLAW 2361 - common exam questions	116	41%	16%	43%	59%
MGT 3303 - common exam questions	155	16%	35%	49%	84%
FIN 3312 - required class assignment	110	12%	32%	56%	88%
MGT 3353 - common exam questions	114	16%	54%	30%	84%
MKT 3343 - common exam questions	409	13%	40%	47%	87%
CIS 3380 - common final questions	215	18%	63%	19%	82%
MGT 4335 - corporate strategy analysis	55	9%	64%	27%	91%

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## Marketing

Marketing Critical/Analytical Thinking	N=	Fails to Meet	Meets	Exceed	M+E=
ACC 2361 - test questions/problems	17	41%	47%	12%	59%
ACC 2362 - common exam questions	111	45%	48%	7%	55%
ECO 2314 - common exam questions					
ECO 2315 - common exam	124	31%	47%	22%	69%
QMST 2333 - homework/quiz problems	229	31%	42%	27%	69%
BLAW 2361 - common exam questions	115	35%	14%	51%	65%
MGT 3303 - common exam questions	111	12%	44%	44%	88%
FIN 3312 - required class assignment	80	8%	25%	67%	92%
MGT 3353 - common exam questions	90	21%	50%	29%	79%
MKT 3343 - common exam questions	279	11%	39%	50%	89%
CIS 3380 - common final questions	167	17%	65%	18%	83%
MGT 4335 - corporate strategy analysis	60	13%	45%	42%	87%

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In order to comply with SACS requirements, the results of direct measures of Information Technology are presented by department major. The direct methods used are listed after the course numbers.

## Accounting

Accounting Information Technology	N=	Fails to Meet	Meets	Exceed	M+E=
CIS 1323 – courseware simulation	71	27%	55%	18%	73%
QMST 2333 – problems/spreadsheets	24	71%	13%	16%	29%
FIN 3312 – download/regression report	78	6%	35%	59%	94%
CIS 3380 – database homework/tables	56	5%	13%	82%	95%

## CIS

Computer Information Systems Information Technology	N=	Fails to Meet	Meets	Exceed	M+E=
CIS 1323 – courseware simulation	14	29%	57%	14%	71%
QMST 2333 – problems/spreadsheets	6	33%	50%	17%	67%
FIN 3312 – download/regression report	11	9%	18%	73%	91%
CIS 3380 – database homework/tables	17	12%	6%	82%	88%

## Economics

Economics Information Technology	N=	Fails to Meet	Meets	Exceed	M+E=
CIS 1323 – courseware simulation	5	0%	80%	20%	100%
QMST 2333 – problems/spreadsheets	6	67%	17%	16%	33%
FIN 3312 – download/regression report	14	0%	7%	93%	100%
CIS 3380 – database homework/tables	NM	NM	NM	NM	NM

NM=Not Meaningful due to no Economics majors in sample

## Finance

Finance Information Technology	N=	Fails to Meet	Meets	Exceed	M+E=
CIS 1323 – courseware simulation	52	40%	50%	10%	60%
QMST 2333 – problems/spreadsheets	24	58%	25%	17%	42%
FIN 3312 – download/regression report	47	9%	28%	63%	91%
CIS 3380 – database homework/tables	42	7%	26%	67%	93%

## Management

Management Information Technology	N=	Fails to Meet	Meets	Exceed	M+E=
CIS 1323 – courseware simulation	113	33%	50%	17%	67%
QMST 2333 – problems/spreadsheets	33	67%	21%	12%	33%
FIN 3312 – download/regression report	109	10%	22%	68%	90%
CIS 3380 – database homework/tables	88	6%	24%	70%	94%

## Marketing

Marketing Information Technology	N=	Fails to Meet	Meets	Exceed	M+E=
CIS 1323 – courseware simulation	83	42%	48%	10%	58%
QMST 2333 – problems/spreadsheets	44	66%	18%	16%	34%
FIN 3312 – download/regression report	80	8%	28%	64%	92%
CIS 3380 – database homework/tables	72	0%	33%	67%	100%