| Assurance of Student Learning Reflection<br>2024-2025 | |
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| *Gordon Ford College of Business* | *Analytics & Information Systems* |
| *Business Data Analytics 504#* | |
| *Ray Blankenship / Thad Crews* | |
| ***Is this an online program***? ☒ Yes ☐ No | Please make sure the Program Learning Outcomes listed match those in CourseLeaf. Indicate verification here ☒ Yes, they match! (If they don't match, explain on this page under **Evaluation)** |

**Instructions: For the 2024-25 assessment, we are asking you to reflect on the last three-year cycle rather than collect data. It's important to take time to look over the results from the last assessment cycle and really focus on a data-informed direction going forward. In collaboration with your assessment team and program faculty, review each submitted template from 2021-2024 and consider the following for each Program Learning Outcome, add your narrative to the template, and submit the draft to your ASL Rep by May 15, 2025.**

| Program Student Learning Outcome 1 | |
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| **Program Student Learning Outcome** | Model and computationally analyze business-oriented data |
| **Evaluation** | The program learning outcome is still relevant. It includes measurable verbs following Bloom's Taxonomy. There are sufficient SLOs to measure regularly. |
| **Measurement Instruments** | The measuring instruments continue to measure the outcome. The use of AI will affect the assignments but will not cause a change in the measurement. The rubric should continue to work but will be examined. |
| **Criteria & Targets** | The criteria for success does not need to be changed. |
| **Results & Conclusion** | **Results**: Are the results what was expected or not? What stood out in the assessment cycle over the past three years? Explain<br>We implemented a senior assessment course this year (BDAN 499). 72 out of 80 scored and average of 87.5% We will discuss increasing the difficulty of these exams to improve the assessment of student knowledge.<br><br>**Conclusions**:<br>We did not observe any major issues in our program assessment/curriculum<br><br>We plan to review learning objectives for all BDAN courses<br>Revise GFCB exit exam questions and add ethics materials.<br>Increase the introduction of AI tools for analytics into the curriculum. |

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| ****IMPORTANT - Plans for Next Assessment Cycle**: | **General Department-Level BDAN Updates**<br><br>1. **Review and revise learning objectives** for all BDAN courses.<br>2. **Revise GFCB questions** and **ethics material/assessment**.<br>3. Plan to **introduce AI content** across all courses<br>4. Update rubric as needed<br>5. Continue to revise the exit exam in BDAN 499 to gather a richer assessment. |

| **Program Student Learning Outcome 2** | |
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| **Program Student Learning Outcome** | Identify appropriate data structures to solve business problems |
| **Evaluation** | The program learning outcome is still relevant. It includes measurable verbs following Bloom's Taxonomy. There are sufficient SLOs to measure regularly. |
| **Measurement Instruments** | The measuring instruments continue to measure the outcome. The use of AI will affect the assignments but will not change the measurement. The rubric should continue to work but will be examined. |
| **Criteria & Targets** | The criteria for success does not need to be changed. |
| **Results & Conclusion** | **Results**: Are the results what was expected or not? What stood out in the assessment cycle over the past three years? Explain<br>We implemented a senior assessment course this year (BDAN 499). 72 out of 80 scored and average of 87.5% We will discuss increasing the difficulty of these exams to improve the assessment of student knowledge.<br><br>**Conclusions**:<br>We did not observe any major issues in our program assessment/curriculum<br><br>We plan to review learning objectives for all BDAN courses<br>Revise GFCB exit exam questions and add ethics materials.<br>Increase the introduction of AI tools for analytics into the curriculum. |
| ****IMPORTANT - Plans for Next Assessment Cycle**: | **General Department-Level BDAN Updates**<br><br>• **Review and revise learning objectives** for all BDAN courses.<br>• **Revise GFCB questions** and **ethics material/assessment**. |

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| | • Plan to **introduce AI content** across courses<br>• Update rubric as needed<br>• Continue to revise the exit exam in BDAN 499 to gather a richer assessment.<br>• adjust targets because they are consistently exceeded or not met<br>• need to reconstruct your curriculum map<br>• sequencing of classes might need to be adjusted, or additional class(es) provided |

| **Program Student Learning Outcome 3** | |
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| **Program Student Learning Outcome** | Present and communicate graphical information related to various data analytic models |
| **Evaluation** | The program learning outcome is still relevant. It includes measurable verbs following Bloom's Taxonomy. There are sufficient SLOs to measure regularly. |
| **Measurement Instruments** | The measuring instruments continue to measure the outcome. The use of AI will affect the assignments but will not change the measurement. The rubric should continue to work but will be examined. |
| **Criteria & Targets** | The criteria for success does not need to be changed. |
| **Results & Conclusion** | **Results**: Are the results what was expected or not? What stood out in the assessment cycle over the past three years? Explain<br>We implemented a senior assessment course this year (BDAN 499). 72 out of 80 scored and average of 87.5% We will discuss increasing the difficulty of these exams to improve the assessment of student knowledge.<br><br>**Conclusions**:<br>We did not observe any major issues in our program assessment/curriculum<br><br>We plan to review learning objectives for all BDAN courses<br>Revise GFCB exit exam questions and add ethics materials.<br>Increase the introduction of AI tools for analytics into the curriculum. |
| ****IMPORTANT - Plans for Next Assessment Cycle**: | **General Department-Level BDAN Updates**<br><br>1. **Review and revise learning objectives** for all BDAN courses.<br>2. **Revise GFCB questions** and **ethics material/assessment**.<br>3. Plan to **introduce AI content** across courses<br>4. Update rubric as needed<br>5. Continue to revise the exit exam in BDAN 499 to gather a richer assessment. |

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**To add more outcomes, if needed, select the table above and copy & paste below.**