

Assurance of Student Learning Report 2023-2024			
Gordon Ford College of Business		Analytics & Information Systems	
Graduate Data Analytics Certificate 1753#			
Assessment Coordinator: Ray Blankenship			
Is this an online program? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Please make sure the Program Learning Outcomes listed match those in CourseLeaf . Indicate verification here <input checked="" type="checkbox"/> Yes, they match! (If they don't match, explain on this page under Assessment Cycle)	
*** Please include Curriculum Map as part of this document (at the end), NOT as a separate file. <i>Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages. Add more Outcomes as needed.</i>			
Program Student Learning Outcome 1: Model and computationally analyze business-oriented data			
Instrument 1	The use of exams and assignments will be used to measure this SLO.		
Instrument 2			
Instrument 3			
Based on your results, check whether the program met the goal Student Learning Outcome 1.			<input type="checkbox"/> Met <input type="checkbox"/> Not Met
Program Student Learning Outcome 2: Critically identify appropriate data structures to solve business problems			
Instrument 1	The use of exams and assignments will be used to measure this SLO.		
Instrument 2			
Instrument 3			
Based on your results, check whether the program met the goal Student Learning Outcome 2.			<input type="checkbox"/> Met <input type="checkbox"/> Not Met
Program Student Learning Outcome 3: Understand how to present and communicate graphical information related to various data analytic models			
Instrument 1	The use of exams and assignments will be used to measure this SLO.		
Instrument 2			
Instrument 3			
Based on your results, check whether the program met the goal Student Learning Outcome 3.			<input type="checkbox"/> Met <input type="checkbox"/> Not Met
Assessment Cycle Plan:			
Student data will be collected and assessed during the 2024-2025 Academic Year.			

BA 596, GFCB Graduate Certificate Portfolio was added to the program. Student data will be collected in this course during the 2024-2025 Academic Year.

Program Student Learning Outcome 1			
Program Student Learning Outcome	Model and computationally analyze business-oriented data		
Measurement Instrument 1	<p>NOTE: Each student learning outcome should have <u>at least one direct measure of student learning</u>. Indirect measures are not required.</p> <p>Students will submit projects from BA 513 to the portfolio course and be assessed using a rubric for the program.</p>		
Criteria for Student Success	Students at the end of the program should be able to create an analytical model to solve a current business problem.		
Program Success Target for this Measurement	70% of the students will be proficient in their ability to analyze data	Percent of Program Achieving Target	
Methods	Students will submit their final project to the BA 596 Course for evaluation.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			

Based on your results, highlight whether the program met the goal Student Learning Outcome 1.		<input type="checkbox"/> Met	<input type="checkbox"/> Not Met
Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)			
<u>Results:</u>			
<u>Conclusions:</u>			
**IMPORTANT - Plans for Next Assessment Cycle: Student data will be collected and assessed during the 2024-2025 Academic Year.			

Program Student Learning Outcome 2			
Program Student Learning Outcome	Critically identify appropriate data structures to solve business problems		
Measurement Instrument 1	NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.		
Criteria for Student Success	Students will be able create queries from analyzing different data structures.		
Program Success Target for this Measurement	70% of the students will be proficient in their ability to create queries form analyzing different data structures.	Percent of Program Achieving Target	90%
Methods	Final Project BDAN 515, Data Management.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.		<input checked="" type="checkbox"/> Met	<input type="checkbox"/> Not Met

Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)		
Based on the results no additional material is needed for creating queries in SQL. Going forward, students will be evaluated in created queries in Python.		

Program Student Learning Outcome 3				
Program Student Learning Outcome	Understand how to present and communicate graphical information related to various data analytic models			
Measurement Instrument 1	NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.			
Criteria for Student Success	Criteria for Student Success			
Program Success Target for this Measurement	70% of the students will be proficient in communicating graphical information related to various data analytic models.	Percent of Program Achieving Target		
Methods	Students will submit a project to the BA 596 Course for evaluation.			
Measurement Instrument 2				
Criteria for Student Success				
Program Success Target for this Measurement		Percent of Program Achieving Target		
Methods				
Measurement Instrument 3				
Criteria for Student Success				
Program Success Target for this Measurement		Percent of Program Achieving Target		
Methods				
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.			<input type="checkbox"/> Met	<input type="checkbox"/> Not Met

Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)		
<u>Results:</u>		
<u>Conclusions:</u>		
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u> Student data will be collected and assessed during the 2024-2025 Academic Year.		