

# **Business Administration Students' Understanding of Data and Methodology**

## **Business Administration – BA Mihaylo College of Business and Economics**

### **Step 1: Student Learning Outcome**

Analyze and compare data, applying appropriate methodologies to support decision-making.

### **Step 2: Methods and Measures**

A standard questionnaire with questions from five key topics in ISDS 361A, distributed over multiple exams. Students were rated from the following; Excellent, Good, Acceptable and Below Expectations.

### **Step 3: Criteria for Success**

The overall score for all five topics will be 70% or above to meet the program's established criteria for success on the outcome.

### **Step 4: Results**

In Fall 2013, ISDS 361A offered 30 sections. Of those, 27 (90%) participated, 3 of which were delivered online (16wks) and one section was offered via OBABA (8wks). The total number of students assessed was 1024.

Analysis of the proportion of students who successfully answered the questions on the five key topics learned in ISDS 361A indicated an overall score of 69.19%. The results place student performance in 5 key topics in the “*acceptable, with room for improvement*” category which did not meet the program's criteria for success.

### **Step 5: Improvement Actions**

Although students need to receive 70% overall to pass the course, the program determined that owing to the high level of difficulty of these key topics, a slightly lower bound suffices. The performance standards may be revised for later assessments as we refine the process over time.

Out of the 5 key topics, the program was able to identify some topics that students were particularly having difficulty with via discussion with the department chair and other department faculty. The ISDS 361A course was completely re-designed, the pilot occurring in spring 2015 and launched in fall 2015.

In addition, the program has done the following:

- Introduced several video-based modules that solve exercises and explain concepts in order to supplement course materials.

- Introduced CengageNOW, an interactive and adaptive learning platform for homework assignments.
- Implemented intervention techniques by identifying students “at risk” of failing early on during the semester and encouraged to seek additional help and support from the resources within the College.
- Implemented a supplemental instruction (SI) for ISDS 361A pilot of online SI for online classes in fall 2015.