

Report of Student Learning and Achievement
Concordia University Irvine
School of Business and Economics – Business Admin Program

For Academic Year:	2024-2025
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School of Business and Economics Mission

Business Admin Program Purpose

The School of Business and Economics Missions Statement: Delivering leaders of character shaped by Christian faculty for the global economy.

The undergraduate business program operates within the university's mission statement of preparing students to succeed in the business world studying under the direction of faculty experienced in both the educational and vocational aspects of the discipline. Each student is considered for their unique gifts and how these gifts may be encouraged, developed, and strengthened including the opportunity to participate in business activities and organizations.

Program Learning Outcomes (PLOs)

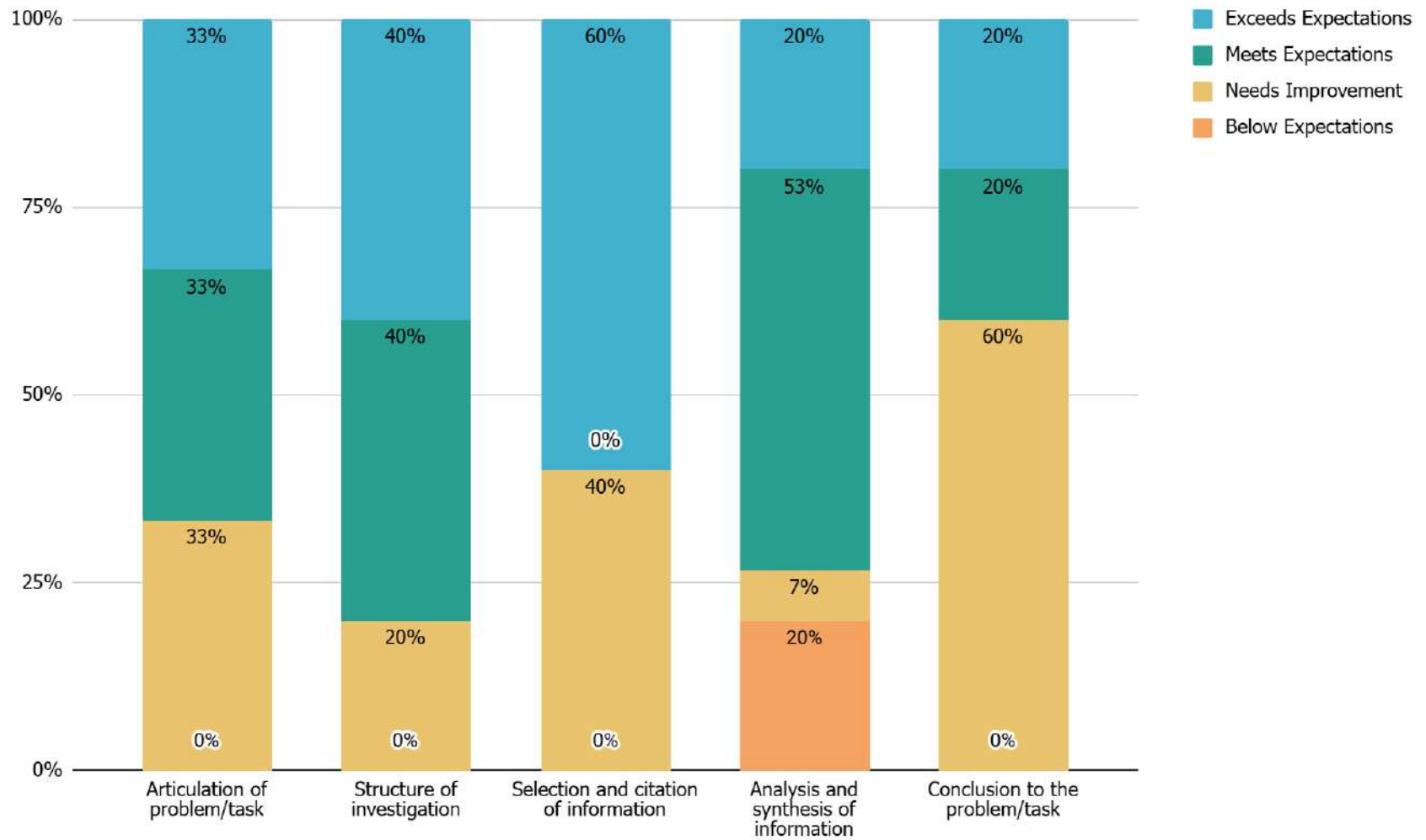
Business Admin

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| 1. Explain the major concepts in the functional areas of accounting, marketing, finance, and management. |
| 2. Evaluate the legal, social, and economic environments of business. |
| 3. Describe the global environment of business. |
| 4. Describe and explain the ethical obligations and responsibilities of business. |
| 5. Apply decision-support tools to business decision making. |
| 6. Communicate effectively in oral, written and digital formats. |
| 7. Apply knowledge of business concepts and functions in an integrated manner. |

Accounting
1. Explain the technical and functional aspects of financial and tax accounting.
2. Explain the major concepts, theories, and practices of managerial accounting.
3. Critique the impact of differences in global accounting treatments.
4. Evaluate the legal, social, and economic environment of accounting.
5. Describe and explain the ethical obligations and professional responsibilities of accountants.
6. Communicate effectively in oral, written and digital formats
7. Collect and apply accounting data in an integrated manner for decision making.

Program Assessment Overview Aligns with ULO: Systematic Inquiry			
PLOs Assessed	Evidence and Assessment Instrument	Performance Objectives (Targets/Criteria) Measures:	Results for Measures of Student Learning:
Systematic Inquiry. Critical Thinking and Information Literacy. PLO 7: The ability to apply knowledge of business concepts and functions in an integrated manner	BUS 475 / ACT 475 - Capstone Paper	75% of students hit 3 or higher on a 4-point scale	Percentage of students who met or exceed expectations: Articulation - 67% Structure - 80% Selection - 60% Analysis - 73% Conclusion - 40%
Global Environment. PLO3: The ability to describe the global environment of business	BUS 475 / ACT 475 - Capstone Paper	75% of students hit 3 or higher on a 4-point scale	Percentage of students who met or exceed expectations: Articulation - 67% Structure - 80% Selection - 60% Analysis - 73% Conclusion - 40%

Program Assessment Results



Summary of Program Assessment Findings

Given the relatively small class sizes in the SoBE, the results, while not statistically valid, are representative. Inputs from a random subset of BUS-475 students were assessed. This represented students' full deliverables from a student frame of about 45 – representing approximately 12% of the BUS-475 population. The expected standard is that 75% of students meet at least a 3 on a 4 point scale.

Signature Assignment Results:

- 1) 3 of the 5 assessed students (60%) met or exceeded the standard of scoring a 3 or higher. This did not meet the expected standard of 75% of students met or exceeded the standard. This however, was 10% better than last year. These 5 students were randomly selected so this may not fully encompass the population. Most assessors mentioned the students who did not meet the standard lacked depth and analysis which hinders the student from meeting the PLO's. A potential area of improvement includes the same team of assessors for consistency.

Peregrine Results:

- 2) 52 students took the Indirect Peregrine exam and averaged a score of 56 points. This is in line with the national average coming in around 50-60 points out of 100. The average time is also approximately in line with the national average. Our students on average scored the highest in the Marketing section and HR and the lowest in Macroeconomics and Accounting.

Focus Group Results:

- 3) Focus groups were not done this year but focus groups in Marketing, Business Strategy, and Accounting met the assessed PLO/ULO in prior years.

Summary of Achievement Outcomes

Aligns with ULO: Systematic Inquiry

2024-2025 PLO Assessed	Student Evidence: Capstone Paper	Student Evidence: N/A
Criterion Measured	Performance Target Was...	Performance Target Was...
Articulation of Problem / Task	Not Met	
Structure of Investigation	Met	
Selection and Citation of Information	Not Met	
Analysis and Synthesis of Information	Not Met	
Conclusion to the Problem / Task	Not Met	

Program Proposed Course of Action for Improvement in Learning Outcomes

Areas of improvement will be to focus the students more on a detailed analysis and giving more opportunities of learning outside of the classroom for engagement. A potential area of improvement includes the same team of assessors for consistency. The timeline would be to implement this for the Fall and Spring upcoming semesters.