**Report of Student Learning and Achievement**
**Concordia University Irvine**
**School of Business and Economics – MBA & MBAS Programs**

| **For Academic Year:** | 2024-2025 |
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| **School of Business and Economics Mission** |
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| **MBA & MBAS Program Purpose** |
| **The School of Business and Economics Missions Statement:** Delivering leaders of character shaped by Christian faculty for the global economy.<br><br>**The MBA program** aims to develop skillful, wise, and practical leaders who add value to the professional business community.<br><br>**The MBAS program** aims to develop skillful, wise, and practical leaders who add value to the professional sports business community while serving as ethical leaders grounded in biblical principles. |

| **Program Learning Outcomes (PLOs)** |
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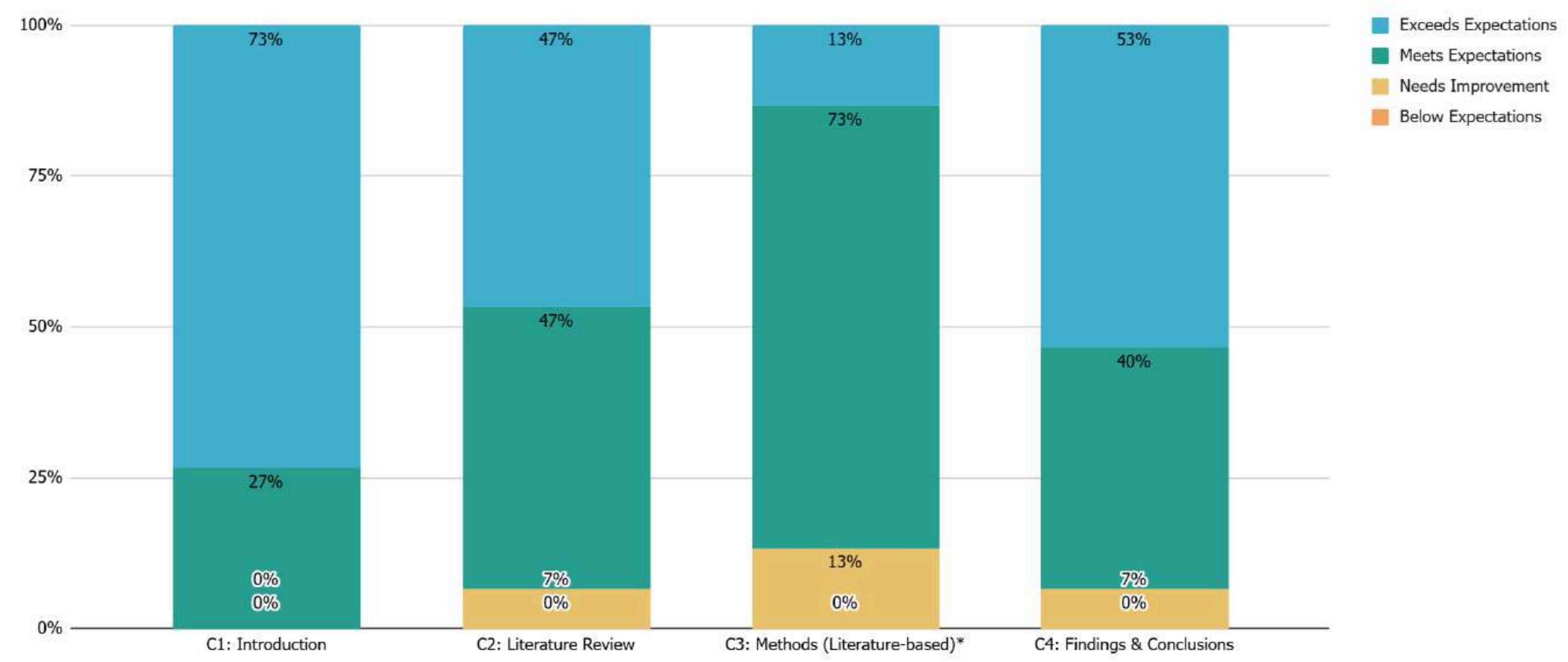
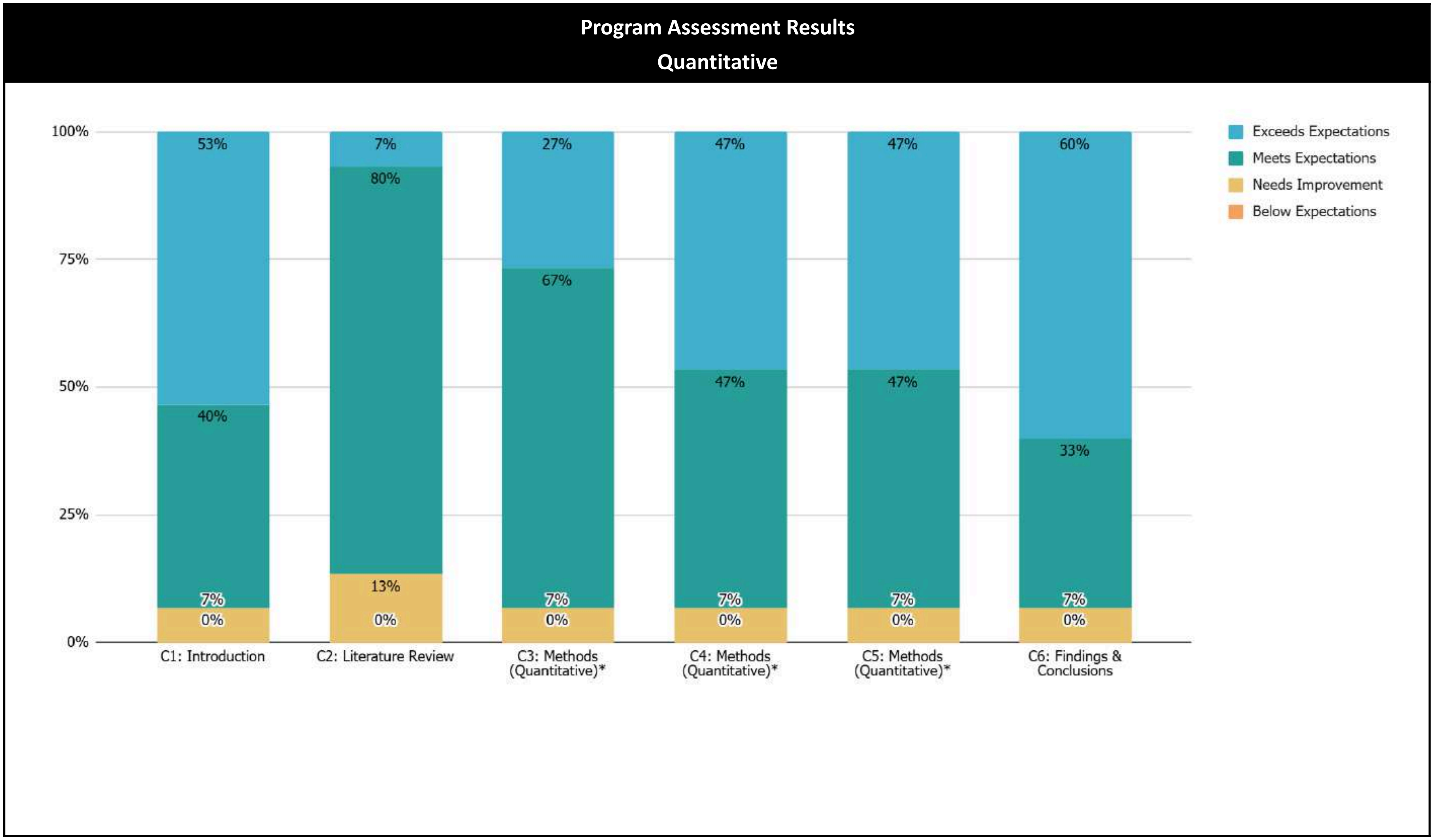
| 1. Recognize problems. |
| 2. Integrate theory and practice for the purpose of strategic analysis. |
| 3. Employ and apply quantitative techniques and methods in the analysis of real-world business situations. |
| 4. Communicate to relevant audiences by composing clear, consistent, and effective written forms of communication and by composing and present effective oral business presentations. |
| 5. Work effectively with a team of colleagues on diverse projects. |
| 6. Identify and analyze the ethical obligations and responsibilities of business. |
| 7. MBAS: Analyze sports business decisions using business knowledge and theories from the global sports business industry. |

| Program Assessment Overview<br>Aligns with GLO: Scholarly Research | | | |
|---|---|---|---|
| **PLOs Assessed** | **Evidence and Assessment Instrument** | **Performance Objectives (Targets/Criteria) Measures:** | **Results for Measures of Student Learning:** |
| PLO#3 Scholarly Research | MBA 695/696 - Project or Business Plans | 60% are expected to score a 3 or higher on a 4 point rubric | Percentage of students who met or exceed expectations:<br>Introduction - 100%<br>Literature Review - 93%<br>Methods - 87%<br>Findings & Conclusion - 93% |
| PLO#7 Sports Business | MBA 696 - Business Plans | 67% are expected to score a 3 or higher on a 4 point rubric | Percentage of students who met or exceed expectations:<br>Introduction - 93%<br>Literature Review - 87%<br>Methods - 93%<br>Methods - 93%<br>Methods - 93%<br>Findings & Conclusion - 93% |

**Program Assessment Results**
**Literature Based**




Program Assessment Results
Quantitative
100%
75%
50%
25%
0%
Exceeds Expectations
Meets Expectations
Needs Improvement
Below Expectations
53%
40%
7%
0%
7%
80%
13%
0%
27%
67%
7%
0%
47%
47%
7%
0%
47%
47%
7%
0%
60%
33%
7%
0%
C1: Introduction
C2: Literature Review
C3: Methods (Quantitative)*
C4: Methods (Quantitative)*
C5: Methods (Quantitative)*
C6: Findings & Conclusions

## Summary of Program Assessment Findings

**PLO #3:** 5 students were assessed and Results showed 100% scoring level 3 or higher in the assessed year for all Capstone Business Plans, met or exceeding the expected standard of 67%. In the assessment, students clearly met the 67% standard for PLO#3. Many of our courses require students to work with quantitative techniques and methods, giving them opportunities to practice using quantitative scholarly research.
In the assessed year, the results of the Peregrine Test showed 67% of students scored 50 points or higher on PLO#3, which did not meet the expected standard of 70% of students scoring 50 points or higher on PLO#3.

**PLO #7 (MBAS Only):** Results showed 100% scoring level 3 or higher in the assessed year, for all Capstone Business Plans, exceeding the expected standard of 67%. This PLO#7 is still relatively new and only for Sports Business Students. This is the second year it has been included in the department's APLO.

## Summary of Achievement of Program Learning Outcomes
### Aligns with GLO: Scholarly Research

| 2024-2025 PLO Assessed | Student Evidence: Project or Business Plans | Student Evidence: Business Plans |
|---|---|---|
| **Criterion Measured** | **Performance Target Was…** | **Performance Target Was…** |
| Introduction | Met | Met |
| Literature Review | Met | Met |
| Methods | Met | Met |
| Methods (if applicable) | | Met |
| Methods (if applicable) | | Met |
| Findings & Conclusions | Met | Met |

## Program Proposed Course of Action for Improvement in Learning Outcomes

The Professors met in groups and assessed and viewed the results. Assessment results and recommended changes will be presented to the School of Business & Economics Dean, and also communicated to the faculty in May. Any significant changes will follow the necessary process and steps.