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### GRCERT: Graduate Certificate in Business Analytics and Artificial Intelligence

# Academic Assessment Plan

**Adopted by**

**The Management, Marketing, Logistics, & Business Analytics Dept faculty: November 16, 2020**

Reviewed with curriculum changes by the Academic Assessment Committee: 2/19/21

Reviewed by the Faculty Senate as an information item: 3/5/21

## Mission Statement

The mission of the Management, Marketing, Logistics, and Business Intelligence department is to provide students the tools and knowledge to become the future leaders, decision-makers, and innovators in a rapidly evolving technology-driven world.

## Program Student Learning Outcomes

Students graduating with a Business Analytics & Artificial Intelligence Graduate Certificate will be able to:

* Demonstrate a fundamental understanding of key AI concepts and technologies, the state of AI in business today, and the future of AI.
* Demonstrate data-driven decision making in business.
* Apply advanced business intelligence strategies for data visualization.

## Measures

| **SLO** | **Measurement** | **Course** | **Collection Method** |
| --- | --- | --- | --- |
| 1. Demonstrate a fundamental understanding of key AI concepts, and technologies, the state of AI in business today, and the future of AI
 | Teams develop an AI plan for an organization, both written reports and power point presentations. Individual students are responsible for written case study analysis, class presentations, and discussions. | BA A608 | Evaluation by course instructors. |
| 1. Demonstrate data-driven decision making in business.
 | Written assignments. | BA A610 | Evaluation by course instructors. |
| 1. Apply advanced business intelligence strategies for data visualization.
 | Written assignments. | CIS A670 | Evaluation by course instructors. |

## Assessment Process

Faculty members teaching courses will be responsible for determining how they will measure the degree program objective(s) taught in their courses. Assessment will occur every two years. At least 20% of the artifacts from courses will be randomly selected, de-identified, and grades removed. Two faculty members who do not teach the courses will review the data. If the data indicates changes are needed, the Assurance of Learning committee will work with faculty to make recommendations to enhance performance relative to the program’s objectives and outcomes. If data indicates no improvements are necessary, this will be documented.

Assessment will begin 2022/2023.

***Goals for Student Success Rates***

It is the goal that an average of 80% of students will meet or exceed the student learning outcomes

Proposed program changes may be any action or change in policy that the faculty deems as being necessary to improve performance relative to program objectives and outcomes. Recommended changes should also consider workload (faculty, staff, and students), budgetary, facilities, and other relevant constraints. A few examples of proposals that could be made include:

* Recommended changes in course content, scheduling, sequencing, prerequisites, delivery methods, etc.
* Changes in faculty/staff assignments
* Changes in advising methods and requirements
* Addition and/or replacement of equipment
* Changes to facilities

***Modification of the Assessment Plan***

Assessment Plans will be reviewed every two years by the Faculty Program Coordinator and/or departmental faculty. Changes will be made that will enhance their program assessment process, based on their recommendations.