REPORT ON AY2022-2023 ACADEMIC ASSESSMENT

Submission date: 11/22/2023

Assessment Plan covered in the report: Business Analytics & Artificial Intelligence GC

College: College of Business and Public Policy

Campuses where the program(s) is delivered: ☒Anchorage ☐KOD ☐KPC ☐MSC ☐PWSC

Submitted by: Terry Nelson, Head of MBA/MSGSCM programs, tnelson15@alaska.edu

After responding to the questions below, the program should email this form to the dean, with a copy to the appropriate community campus director(s) if the program is delivered on a community campus.

1. **Please list and number the Program Student Learning Outcomes your program assessed in AY23. For each outcome, indicate one of the following: Exceeded faculty expectations, Met faculty expectations, or Did not meet faculty expectations.**

   Example: 1. Communicate effectively in a variety of contexts and formats – Exceeded faculty expectations; 2. Adopt critical perspectives for understanding the forces of globalization and diversity – Met faculty expectations.

   Goal 1: (BA A608) Demonstrate a fundamental understanding of key AI concepts, and technologies, the state of AI in business today, and the future of AI

   23 students exceeded expectations, 3 students met expectations, and 0 students did not meet expectations ; These results exceeded faculty expectations.

2. **Describe your assessment process in AY23 for these Program Student Learning Outcomes, including the collection of data, analysis of data, and faculty (and other, e.g., advisory board) conversations around the findings.** *(1000 words or less)*

   • In September 2022, faculty whose courses were being assessed completed the AoL Declaration form, where faculty documented their artifacts for the SLO being measured.

   • In January 2023, faculty who taught fall 2022 were contacted to submit artifacts and assessment data using the AoL Submission form.

   • In May 2023, faculty who taught spring 2023 were contacted to submit artifacts and assessment

data using the AoL Submission form.

- In August 2023, reminders were sent to faculty who had not submitted their artifacts and assessment data.

- In September-October 2023, AoL Committee gathered and summarized assessment

3. **What are the findings and what do they tell the faculty about student learning in your program?** *(1000 words or less)*

BA A608 100% of the students met and exceeded expectations. The students analyzed a complex business problem for a particular corporation and how AI could provide a solution for the complex business problem. In addition, they explained which AI tool was used for the solution and the benefits to the company from using AI. They ended with a conclusion that often included additional business areas that could benefit from the AI approach.

4. **Based on the findings, did the faculty make any recommendations for changes to improve student achievement of the Program Student Learning Outcomes?** No

    i. **Please describe the recommended action(s), what improvements in student learning the program hopes to see, the proposed timeline, and how the program will know if the change(s) has worked. If no recommendations for changes were made, please explain that decision.** *(1000 words or less)*
    No, the faculty did not make recommendations. The course is set up for students to succeed by using a scaffolding approach. Therefore by the time they complete their final paper, they have the knowledge and skills to be successful in the course. In addition, students are placed in groups for some assignments which allows them to learn from others in the classroom.

5. **In the past academic year, how did your program use the results of previous assessment cycles to make changes intended to improve student achievement of the Program Student Learning Outcomes? Please check all that apply.**

☐ Course curriculum changes
☐ Course prerequisite changes
☐ Changes in teaching methods
☐ Changes in advising
☐ Degree requirement changes
☐ Degree course sequencing
☐ Course enrollment changes (e.g., course capacity, grading structure [pass/fail, A-F])
☐ Changes in program policies/procedures
☐ Changes to Program Student Learning Outcomes (PSLOs)

☐College-wide initiatives (e.g., High-Impact Practices)
☐Faculty, staff, student development
☐Other
☒No changes were implemented in AY23. *(If no options above were selected)*

If you checked "Other" above, please describe. *(100 words or less)*

6. **Do you have any information about how well these or other past improvements are working? Are they achieving their intended goals? Please include any data or assessment results that help you demonstrate this.** *(1000 words or less)*

   The student's performance already exceeded AACSB expectations (75%). So, no

   suggestions to improve performance.

DEAN SECTION (Due to the program on January 15)

After completing the Dean Section and signing it, the dean should email this form to the program, and copy uaa_oaa@alaska.edu for posting. If the program is delivered on one or more community campus, the dean should consult with the appropriate community campus director(s) on the response and copy the appropriate community campus director(s) when emailing the response to the program.

1. **Based on the program's responses above, what guidance and support do you have for the program moving forward?** *(200 words or less)*

   This is the first year the program was assessed. The faculty members should continue with the current pedagogic approach which aligns quite well with the objective and the mission of the program, which is "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."

2. **Discuss what the program is doing particularly well in terms of its processes for the assessment and improvement of student learning, for example, the use of a common rubric or prompt, a signature assignment, etc.** *(200 words or less)*

   The faculty members do a good job combining individual and group efforts for the final project. AACSB standards allow the assessment of individual students in a group if the faculty can determine each student's contribution. This is accomplished by each student indicating and presenting their contribution to the project. Community leaders are invited to students' final presentations, where they receive feedback from local experts.

Dean's signature: _____ **Date:** 11/26/2023