

Table 4.1 - Standard 4 Student Learning Assessment

Bachelor in Business Administration

Approach	Deployment	Results	Analysis of the results	Improvement	Graph								
<p>CPC: Accounting : It is expected that 70% of students will score a minimum of 60% in the post test for the accounting competence.</p>	<p>Pre and Post Test in the first accounting course</p> <p>Course embedded standardized test, formative, internal and direct measure.</p>	<p>80% (8 students) in 2022-2023. A goal of 70% (7 students) was set as a benchmark.</p> <p>67.31% (35 students) in 2023-24 . A goal of 70% (37 students) was set as a benchmark.</p> <p>95% (76 students) in 2024-25. A goal of 70% (56 students) was set as a benchmark.</p>	<p>During the academic years 2022-2023 and 2024-2025, the performance criteria has been met by the students. Deficiencies in periods 2023-2024 have been identified and attended as a result of these assessments. The faculty had identified the following corrective measures related to the course: (1) increase tutoring in quantitative analysis, (2) more emphasis in practice exercises in the classroom, (3) use electronic platform in order to practice additional exercises, (4) Use Connect to practice exercises in the electronic platform with the professor support.</p>	<p>Work team activities to discuss and prepare the assigned exercises in the classroom. Use of the Smartbook and watch the lecture videos on You Tube prepared by the teacher, where the topics and objectives of the course are discussed, with the purpose of being ready for the discussion of the topic before discussing the topic in the classroom. Increase the use of technology as Connect platform to support the assignments and activities i. In this course some of the corrective actions are: strengthen the skills of accounts classification, adjusting entries and depreciation.</p>	<table border="1"> <caption>ACCOUNTING COMPETENCIES DIRECT MEASURE POST TEST (FALL SEMESTER)</caption> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2022-23</td> <td>80</td> </tr> <tr> <td>2023-24</td> <td>67</td> </tr> <tr> <td>2024-25</td> <td>95</td> </tr> </tbody> </table>	Year	Score	2022-23	80	2023-24	67	2024-25	95
Year	Score												
2022-23	80												
2023-24	67												
2024-25	95												

Bachelor in Business Administration with Major in Finance

Approach	Deployment	Results	Improvement	Graph									
<p>CPC: Finance: It is expected that 70% of students will score a minimum of 60% in the post test for the finance competence.</p>	<p>Pre and Post Test in each semester</p> <p>Course embedded standardized test, formative, internal and direct measure.</p>	<p>79.17% (19 students) in 2022-2023. A goal of 70% (17 students) was set as a benchmark.</p> <p>96.88% (32 students) in 2023-24. A goal of 70% (23 students) was set as a benchmark.</p> <p>93.94% (31 students) in 2024-25. A goal of 70% (24 students) was set as a benchmark.</p>	<p>The goal has been reached in each year, so a continuous improvement of the course is maintained. For this academic year, we managed to get a federal proposal to cover the cost of each student on Pearson's My Lab Platform. This has allowed the student to access the e-book, presentations, assignments, exams, and curriculum only. Therefore, the proposal will remain finalized for the use of the Platform due to the cost-effectiveness of the tool.</p>	<p>The use of the Pearson My Lab Platform will be maintained and its use will be maximized, as it has proven to be effective for students.</p>	<table border="1"> <caption>FINANCE COMPETENCIES DIRECT MEASURE POST TEST (FALL SEMESTER)</caption> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2022-23</td> <td>79.17</td> </tr> <tr> <td>2023-24</td> <td>96.88</td> </tr> <tr> <td>2024-25</td> <td>93.94</td> </tr> </tbody> </table>	Year	Score	2022-23	79.17	2023-24	96.88	2024-25	93.94
Year	Score												
2022-23	79.17												
2023-24	96.88												
2024-25	93.94												

Bachelor in Business Administration with Major in Management

Approach	Deployment	Results	Improvement	Graph									
<p>CPC: Management: It is expected that 70% of students will score a minimum of 60% in the post test for the management competence.</p>	Pre and Post Test	<p>98.36% (60 students) in 2022-2023. A goal of 70% (43 students) was set as a benchmark.</p>	<p>Analysis of the results has been done to continue improving specific teaching strategies and increase the knowledge level in the cultural dimensions of Hofstede and emotional intelligence. The techniques of use different assessment tools in the classroom help to met the criteria.</p>	<p>Increase the use of short test after the end of each chapter and revised the structure of some questions of the pre/post test.</p>	<p>MANAGEMENT COMPETENCIES DIRECT MEASURE POST TEST</p> <table border="1"> <caption>Management Competencies Direct Measure Post Test Data</caption> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2022-23</td> <td>98.36</td> </tr> <tr> <td>2023-24</td> <td>75</td> </tr> <tr> <td>2024-25</td> <td>73.53</td> </tr> </tbody> </table>	Year	Score	2022-23	98.36	2023-24	75	2024-25	73.53
	Year	Score											
	2022-23	98.36											
2023-24	75												
2024-25	73.53												
Course embedded standardized test, formative, internal and direct measure.	<p>75% (54 students) in 2023-24. A goal of 70% (51 students) was set as a benchmark.</p>												
	<p>73.53% (50 students) in 2024-25. A goal of 70% (48 students) was set as a benchmark.</p>												

Bachelor in Business Administration with Major in Marketing

Approach	Deployment	Results	Improvement	Graph									
<p>CPC: Marketing: It is expected that 70% of students will score a minimum of 60% in the post test for the marketing competence.</p>	Pre and Post Test	<p>42.86% (9 students) in 2022-2023. A goal of 70% (15 students) was set as a benchmark.</p>	<p>Deficiencies in previous periods have been identified and attended positively as a result of these assessments. Meeting with professors had taken place to have them brainstorm on ways to strengthen the teaching based on actual results. Some of the recommendations are: (1) Moodle presentations including product, price, and promotion; (2) use of three minutes oral paper about industries issues; (3) coordinate workshops for the students to understand the library resources available and how to use them since the beginning of the semester.</p>	<p>1. Allow the selection of free topics within the thematic unit for the 3-minute presentation, including the topic of artificial intelligence. 2. The opportunity to accumulate bonus points for progress in the Post Test was provided. 3. The practice of offering short tests after the discussion of some topics was incorporated 4. Reinforce the issue of distribution strategies 5. Use electronic platform with additional material to support topics taught in the classroom.</p>	<p>MARKETING COMPETENCIES DIRECT MEASURE POST TEST</p> <table border="1"> <caption>Marketing Competencies Direct Measure Post Test Data</caption> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2022-23</td> <td>42.86</td> </tr> <tr> <td>2023-24</td> <td>66.25</td> </tr> <tr> <td>2024-25</td> <td>95.45</td> </tr> </tbody> </table>	Year	Score	2022-23	42.86	2023-24	66.25	2024-25	95.45
	Year	Score											
	2022-23	42.86											
2023-24	66.25												
2024-25	95.45												
Course embedded standardized test, formative, internal and direct measure.	<p>66.25% (53 students) in 2023-24. A goal of 70% (56 students) was set as a benchmark.</p>												
	<p>95.45% (42 students) in 2024-25. A goal of 70% (31 students) was set as a benchmark.</p>												