

Figure 4.2 - Standard #4 Measurement and Analysis of Student Learning and Performance

Figure 4.2 GOALS FOR LSUA BUSINESS ADMINISTRATION PROGRAM

Student Learning Outcomes

DOBA Goal #1. Ethics: Each student can recognize and analyze ethical problems and choose and defend resolutions for practical situations in accounting, management and marketing.

		Analysis of Results																	
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results	Analysis of Results	Action Taken or Improvement made	Trend														
Measurable goal		What are your current results?	What did you learn from the results?	What did you improve or what is your next step?															
What is your goal?																			
75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item VII Direct, Summative, & Internal Comparative (Every Semester)	<table border="0"> <tr><td>FA 2015</td><td>100%</td></tr> <tr><td>SP 2016</td><td>84.2%</td></tr> <tr><td>FA 2016</td><td>79.3%</td></tr> <tr><td>SP 2017</td><td>45.8%</td></tr> <tr><td>FA 2017</td><td>86.5%</td></tr> <tr><td>SP 2018</td><td>50.0%</td></tr> <tr><td>FA 2018</td><td>85.7%</td></tr> </table>	FA 2015	100%	SP 2016	84.2%	FA 2016	79.3%	SP 2017	45.8%	FA 2017	86.5%	SP 2018	50.0%	FA 2018	85.7%	Results exceeded goal in all periods except two. Fall 2018 results met the goal.	No corrective action needed at this time.	<p style="text-align: center;">SLO 1</p> <p style="text-align: center;">FA 15 SP 16 FA 16 SP 17 FA 17 SP 18 FA 18</p>
FA 2015	100%																		
SP 2016	84.2%																		
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FA 2018	85.7%																		

Figure 4.2 GOALS FOR LSUA BUSINESS ADMINISTRATION PROGRAM

Student Learning Outcomes

DOBA Goal #2. Communication Skills: Each student can conceptualize a complex issue into a coherent written statement and oral presentation.

		Analysis of Results																			
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75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item I Direct, Summative, & Internal Comparative (Every Semester)	FA 2015 94.1% SP 2016 94.7% FA 2016 82.8% SP 2017 91.7% FA 2017 97.3% SP 2018 97.2% FA 2018 94.3%	Evaluations exceeded goal in all periods.	No corrective action warranted.	<p align="center">SLO2</p> <table border="1"> <caption>SLO2 Performance Data</caption> <thead> <tr> <th>Term</th> <th>Score (%)</th> </tr> </thead> <tbody> <tr> <td>FA 15</td> <td>94.1</td> </tr> <tr> <td>SP 16</td> <td>94.7</td> </tr> <tr> <td>FA 16</td> <td>82.8</td> </tr> <tr> <td>SP 17</td> <td>91.7</td> </tr> <tr> <td>FA 17</td> <td>97.3</td> </tr> <tr> <td>SP 18</td> <td>97.2</td> </tr> <tr> <td>FA 18</td> <td>94.3</td> </tr> </tbody> </table> <p align="center">75 — 75 — 75 — 75 — 75 — 75 — 75</p> <p align="center">FA 15 SP 16 FA 16 SP 17 FA 17 SP 18 FA 18</p>	Term	Score (%)	FA 15	94.1	SP 16	94.7	FA 16	82.8	SP 17	91.7	FA 17	97.3	SP 18	97.2	FA 18	94.3
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Figure 4.2 GOALS FOR LSUA BUSINESS ADMINISTRATION PROGRAM

Student Learning Outcomes

DOBA Goal #3. Financial Position: Each student can evaluate the financial position of organizations through examination of balance sheets, cash flow statements, and corporate budgets.

		Analysis of Results																	
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results	Analysis of Results	Action Taken or Improvement made	Trend														
Measurable goal		What are your current results?	What did you learn from the results?	What did you improve or what is your next step?															
What is your goal?																			
75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item VI Direct, Summative, & Internal Comparative (Every Semester)	SP 2016 26.3% FA 2016 79.3% SP 2017 79.2% FA 2017 67.6% SP 2018 86.1% FA 2018 82.9%	Goal was not met in Fall 2017 and corrective action taken starting in January 2018. Result of action, goal met in Spring and Fall 2018.	Accounting faculty offered a two-hour accounting lab each week in Spring 2018 and Fall 2018 for all students in Accounting courses. Will continue offering weekly accounting labs each semester.	<p align="center">SLO3</p> <table border="1"> <caption>SLO3 Performance Data</caption> <thead> <tr> <th>Semester</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>SP 16</td> <td>26.3</td> </tr> <tr> <td>FA 16</td> <td>79.3</td> </tr> <tr> <td>SP 17</td> <td>79.2</td> </tr> <tr> <td>FA 17</td> <td>67.6</td> </tr> <tr> <td>SP 18</td> <td>86.1</td> </tr> <tr> <td>FA 18</td> <td>82.9</td> </tr> </tbody> </table>	Semester	Percentage	SP 16	26.3	FA 16	79.3	SP 17	79.2	FA 17	67.6	SP 18	86.1	FA 18	82.9
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Figure 4.2 GOALS FOR LSUA BUSINESS ADMINISTRATION PROGRAM

Student Learning Outcomes

DOBA Goal #4. Creation of Value: Each student can understand the creation of value through the integrated production and distribution of goods, services, and information as they relate to economic, financial, and marketing theory and practice.

		Analysis of Results																															
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results	Analysis of Results	Action Taken or Improvement made	Trend																												
Measurable goal		What are your current results?	What did you learn from the results?	What did you improve or what is your next step?																													
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75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item IV Direct, Summative, & Internal Comparative (Every Semester)	<table border="0"> <tr><td>FA 2015</td><td>76.5%</td></tr> <tr><td>SP 2016</td><td>78.9%</td></tr> <tr><td>FA 2016</td><td>75.9%</td></tr> <tr><td>SP 2017</td><td>54.2%</td></tr> <tr><td>FA 2017</td><td>73.0%</td></tr> <tr><td>SP 2018</td><td>97.2%</td></tr> <tr><td>FA 2018</td><td>97.1%</td></tr> </table>	FA 2015	76.5%	SP 2016	78.9%	FA 2016	75.9%	SP 2017	54.2%	FA 2017	73.0%	SP 2018	97.2%	FA 2018	97.1%	Fell short of goal in Spring 2017 and took corrective action starting in Fall 2017.	Formative, rather than just summative, evaluations were provided on SWOT analysis component in capstone, MGMT 4830.	<p align="center">SLO4</p> <table border="0"> <tr><td>FA 15</td><td>76.5</td><td>SP 16</td><td>78.9</td><td>FA 16</td><td>75.9</td><td>SP 17</td><td>54.2</td><td>FA 17</td><td>73.0</td><td>SP 18</td><td>97.2</td><td>FA 18</td><td>97.1</td></tr> </table> <p align="center">FA 15 SP 16 FA 16 SP 17 FA 17 SP 18 FA 18</p>	FA 15	76.5	SP 16	78.9	FA 16	75.9	SP 17	54.2	FA 17	73.0	SP 18	97.2	FA 18	97.1
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Student Learning Outcomes

DOBA Goal #5. Critical Thinking: Through the use of the scientific process, students can acquire data, develop statistical procedures, and provide interpretative information for decision making processes throughout the entire organization.

		Analysis of Results																	
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Trend														
75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item V Direct, Summative, & Internal Comparative (Every Semester)	<table border="0"> <tr><td>FA 2015</td><td>94.1%</td></tr> <tr><td>SP 2016</td><td>73.7%</td></tr> <tr><td>FA 2016</td><td>86.2%</td></tr> <tr><td>SP 2017</td><td>58.3%</td></tr> <tr><td>FA 2017</td><td>67.6%</td></tr> <tr><td>SP 2018</td><td>91.7%</td></tr> <tr><td>FA 2018</td><td>94.3%</td></tr> </table>	FA 2015	94.1%	SP 2016	73.7%	FA 2016	86.2%	SP 2017	58.3%	FA 2017	67.6%	SP 2018	91.7%	FA 2018	94.3%	Results trending down through Spring 2017. Corrective action taken through program emphasis on quantitative analysis and hiring of additional management faculty. Scores improved and exceeded goal in last two periods.	Replaced adjunct faculty teaching MGMT 3215, Operations Management, with full-time management faculty member.	<p align="center">SLO5</p> <p align="center">94.1 — 73.7 — 86.2 — 58.3 — 67.6 — 91.7 — 94.3</p> <p align="center">75 — 75 — 75 — 75 — 75</p> <p align="center">FA 15 SP 16 FA 16 SP 17 FA 17 SP 18 FA 18</p>
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Figure 4.2 GOALS FOR LSUA BUSINESS ADMINISTRATION PROGRAM

Student Learning Outcomes

DOBA Goal #6. Group Dynamics: Each student can recognize the group and individual dynamics that operate in corporate organizations for the purposes of strategic planning, operations and budgets, and market-driven decisions.

		Analysis of Results																																																																				
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results	Analysis of Results	Action Taken or Improvement made	Trend																																																																	
Measurable goal		What are your current results?	What did you learn from the results?	What did you improve or what is your next step?																																																																		
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75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item II Direct, Summative, & Internal Comparative (Every Semester)	<table border="0"> <tr><td>FA 2015</td><td>88.2%</td></tr> <tr><td>SP 2016</td><td>89.5%</td></tr> <tr><td>FA 2016</td><td>82.8%</td></tr> <tr><td>SP 2017</td><td>66.7%</td></tr> <tr><td>FA 2017</td><td>83.8%</td></tr> <tr><td>SP 2018</td><td>100.0%</td></tr> <tr><td>FA 2018</td><td>94.3%</td></tr> </table>	FA 2015	88.2%	SP 2016	89.5%	FA 2016	82.8%	SP 2017	66.7%	FA 2017	83.8%	SP 2018	100.0%	FA 2018	94.3%	Goal met in all periods except Spring 2017 when course went online. Corrective action taken through formative evaluations during capstone course.	Instructor provided feedback on corporate governance during the course, not just at the end. Resulted in achieving goal from Fall 2017 forward and formative feedback is now a continuing part of course.	<p align="center">SLO6</p> <table border="0"> <tr> <td>88.2</td><td>—</td><td>89.5</td><td>—</td><td>82.8</td><td>—</td><td>75</td><td>—</td><td>75</td><td>—</td><td>75</td><td>—</td><td>83.8</td><td>—</td><td>100</td><td>—</td><td>94.3</td> </tr> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td>75</td><td>—</td><td>75</td><td>—</td><td>75</td><td>—</td><td>75</td><td>—</td><td>75</td><td>—</td><td>75</td> </tr> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>66.7</td><td></td><td></td><td></td><td></td> </tr> </table> <p align="center">FA 15 SP 16 FA 16 SP 17 FA 17 SP 18 FA 18</p>	88.2	—	89.5	—	82.8	—	75	—	75	—	75	—	83.8	—	100	—	94.3							75	—	75	—	75	—	75	—	75	—	75													66.7				
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Figure 4.2 GOALS FOR LSUA BUSINESS ADMINISTRATION PROGRAM

Student Learning Outcomes

DOBA Goal #7. International: Each student can recognize the domestic and global environmental variables relative to their impact on organizational decision-making.

		Analysis of Results																															
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Trend																												
75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item III Direct, Summative, & Internal Comparative (Every Semester)	<table border="0"> <tr><td>FA 2015</td><td>100%</td></tr> <tr><td>SP 2016</td><td>84.2%</td></tr> <tr><td>FA 2016</td><td>93.1%</td></tr> <tr><td>SP 2017</td><td>50.0%</td></tr> <tr><td>FA 2017</td><td>51.4%</td></tr> <tr><td>SP 2018</td><td>58.3%</td></tr> <tr><td>FA 2018</td><td>100.0%</td></tr> </table>	FA 2015	100%	SP 2016	84.2%	FA 2016	93.1%	SP 2017	50.0%	FA 2017	51.4%	SP 2018	58.3%	FA 2018	100.0%	Trend downward through Spring 2017 when course went online. Recognized need for more feedback. Corrective action was taken.	Instructor provided formative evaluations on external environment during the course, not just at the end. Resulted in reversing trend. Also, more emphasis placed on external environmental analysis in MGMT 4420 - Multinational Management and MKTG 4443 - International Marketing.	<p align="center">SLO7</p> <table border="0"> <tr> <td>100</td> <td>84.2</td> <td>93.1</td> <td>50</td> <td>51.4</td> <td>58.3</td> <td>100</td> </tr> <tr> <td>75</td> <td>75</td> <td>75</td> <td>75</td> <td>75</td> <td>75</td> <td>75</td> </tr> </table> <p align="center">FA 15 SP 16 FA 16 SP 17 FA 17 SP 18 FA 18</p>	100	84.2	93.1	50	51.4	58.3	100	75	75	75	75	75	75	75
FA 2015	100%																																
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100	84.2	93.1	50	51.4	58.3	100																											
75	75	75	75	75	75	75																											

Figure 4.2 GOALS FOR LSUA ACCOUNTING PROGRAM

Student Learning Outcomes

DOBA Goal #3. Financial Position: Each student can evaluate the financial position of organizations through examination of balance sheets, cash flow statements, and corporate budgets.

		Analysis of Results											
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Trend								
Measurable goal What is your goal?													
75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item VI Direct, Summative, & Internal Comparative (Every Semester)	FA 2017 0% (N3) SP 2018 100% (N1) FA 2018 100% (N7)	Students are meeting this goal.	No action warranted at this time.	<p>ACCT SLO3</p> <table border="1"> <caption>ACCT SLO3 Performance Data</caption> <thead> <tr> <th>Term</th> <th>Performance (%)</th> </tr> </thead> <tbody> <tr> <td>FALL 17</td> <td>0</td> </tr> <tr> <td>SPRING 18</td> <td>75</td> </tr> <tr> <td>FALL 18</td> <td>100</td> </tr> </tbody> </table>	Term	Performance (%)	FALL 17	0	SPRING 18	75	FALL 18	100
Term	Performance (%)												
FALL 17	0												
SPRING 18	75												
FALL 18	100												

Figure 4.2 GOALS FOR LSUA ENTREPRENEURSHIP PROGRAM

Student Learning Outcomes

DOBA Goal #1. Ethics: Each student can recognize and analyze ethical problems and choose and defend resolutions for practical situations in accounting, management and marketing.

		Analysis of Results			
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Trend
Measurable goal What is your goal?	Strategic Management Analysis Item VII Direct, Summative, & Internal Comparative (Every Semester)	There are no graduates in this program yet.	N/a	N/a	

Figure 4.2 GOALS FOR LSUA FINANCE PROGRAM

Student Learning Outcomes
DOBA Goal #5. Critical Thinking: Through the use of the scientific process, students can acquire data, develop statistical procedures, and provide interpretative information for decision making processes throughout the entire organization.

		Analysis of Results			
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Trend
Measurable goal What is your goal?					
75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item V Direct, Summative, & Internal Comparative (Every Semester)	FA 2017 0% (N0) SP 2018 100% (N1) FA 2018 100% (N1)	Insufficient data.	N/a	<p>The graph shows a blue line connecting the points (FALL 17, 0), (SPRING 18, 75), and (FALL 18, 100). Horizontal lines extend from each point to the y-axis, with labels 0, 75, and 100. The x-axis is labeled with the semesters.</p>

Figure 4.2 GOALS FOR LSUA MANAGEMENT PROGRAM

Student Learning Outcomes
DOBA Goal #6. Group Dynamics: Each student can recognize the group and individual dynamics that operate in corporate organizations for the purposes of strategic planning, operations and budgets, and market-driven decisions.

		Analysis of Results											
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Trend								
75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item II Direct, Summative, & Internal Comparative (Every Semester)	FA 2017 50 % (N8) SP 2018 100% (N11) FA 2018 83.3% (N6)	Achieved goals in last two periods.	Additional formative assessments provided in capstone starting in Fall 2017 and will continue in future.	<p align="center">MGMT SLO6</p> <table border="1"> <caption>MGMT SLO6 Performance Data</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>FALL 17</td> <td>50</td> </tr> <tr> <td>SPRING 18</td> <td>100</td> </tr> <tr> <td>FALL 18</td> <td>83.3</td> </tr> </tbody> </table>	Term	Percentage	FALL 17	50	SPRING 18	100	FALL 18	83.3
Term	Percentage												
FALL 17	50												
SPRING 18	100												
FALL 18	83.3												

Figure 4.2 GOALS FOR LSUA MANAGEMENT INFORMATION SYSTEMS PROGRAM

Student Learning Outcomes

DOBA Goal #4. Creation of Value: Each student can understand the creation of value through the integrated production and distribution of goods, services, and information as they relate to economic, financial, and marketing theory and practice.

		Analysis of Results											
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Trend								
75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item IV Direct, Summative, & Internal Comparative (Every Semester)	FA 2017 0% (N0) SP 2018 0% (N0) FA 2018 100% (N1)	Insufficient data.	N/a	<p align="center">CMIS SLO4</p> <table border="1"> <caption>CMIS SLO4 Data</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>FALL 17</td> <td>0</td> </tr> <tr> <td>SPRING 18</td> <td>0</td> </tr> <tr> <td>FALL 18</td> <td>100</td> </tr> </tbody> </table>	Term	Percentage	FALL 17	0	SPRING 18	0	FALL 18	100
Term	Percentage												
FALL 17	0												
SPRING 18	0												
FALL 18	100												

Figure 4.2 GOALS FOR LSUA MARKETING PROGRAM

Student Learning Outcomes
DOBA Goal #7. International: Each student can recognize the domestic and global environmental variables relative to their impact on organizational decision-making.

		Analysis of Results															
Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Trend												
75% of students achieve a level of mastery equivalent a 70% score.	Strategic Management Analysis Item III Direct, Summative, & Internal Comparative (Every Semester)	FA 2017 75.0 % (N4) SP 2018 60% (N5) FA 2018 100% (N14)	Achieved goal in last period.	No action warranted at this time.	<table border="1"> <caption>MKTG SLO7 Performance Data</caption> <thead> <tr> <th>Term</th> <th>Orange Line</th> <th>Blue Line</th> </tr> </thead> <tbody> <tr> <td>FALL 17</td> <td>75</td> <td>75</td> </tr> <tr> <td>SPRING 18</td> <td>75</td> <td>60</td> </tr> <tr> <td>FALL 18</td> <td>75</td> <td>100</td> </tr> </tbody> </table>	Term	Orange Line	Blue Line	FALL 17	75	75	SPRING 18	75	60	FALL 18	75	100
Term	Orange Line	Blue Line															
FALL 17	75	75															
SPRING 18	75	60															
FALL 18	75	100															

Figure 4.3 Table for Comparative Information and Data

Accounting

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Trend LSUA mean is measured against the lower limit of one standard deviation from the national mean.															
LSUA average for the Accounting portion of MFT exam will be within one standard deviation of national mean or higher.	MFT Exam Direct, Summative and External Comparative (Each semester)	14/15 35% 15/16 38% 16/17 40% 17/18 43% Evaluations met or exceeded the goal for each period.	No corrective action necessary.	<table border="1"> <caption>ACCOUNTING</caption> <thead> <tr> <th>Year</th> <th>LSUA</th> <th>National</th> </tr> </thead> <tbody> <tr> <td>14/15</td> <td>35</td> <td>35.1</td> </tr> <tr> <td>15/16</td> <td>38</td> <td>35.3</td> </tr> <tr> <td>16/17</td> <td>40</td> <td>37.8</td> </tr> <tr> <td>17/18</td> <td>43</td> <td>38</td> </tr> </tbody> </table>	Year	LSUA	National	14/15	35	35.1	15/16	38	35.3	16/17	40	37.8	17/18	43	38
Year	LSUA	National																	
14/15	35	35.1																	
15/16	38	35.3																	
16/17	40	37.8																	
17/18	43	38																	

Figure 4.3 Table for Comparative Information and Data

Economics																			
Performance Measure	Measurement Instrument or Process	Current Results	Action Taken or Improvement Made	Trend															
Measurable Goal	(Indicate Length of Cycle)	What are your current results?	What did you improve or what is your next step?	LSUA mean is measured against the lower limit of one standard deviation from the national mean.															
What is your goal?																			
LSUA average for the Economics portion of MFT exam will be within one standard deviation of national mean or higher.	MFT Exam Direct, Summative and External Comparative (Each semester)	14/15 30% 15/16 29% 16/17 34% 17/18 38% Evaluations are trending up.	Students did not perform to the best of their abilities on the MFT. Test was made part of the student's grade in the capstone Business Policy course, MGMT 4830, starting in Fall 2017. ECON 3035, Money and Banking, received QM approval in Fall 2017. Economics faculty reviewed sample MFT exam to identify any gaps in coverage and introduced addition practice exercises on concepts.	<p>ECONOMICS</p> <table border="1"> <thead> <tr> <th>Year</th> <th>LSUA</th> <th>National</th> </tr> </thead> <tbody> <tr> <td>14/15</td> <td>30</td> <td>33.5</td> </tr> <tr> <td>15/16</td> <td>29</td> <td>33.5</td> </tr> <tr> <td>16/17</td> <td>34.3</td> <td>34.4</td> </tr> <tr> <td>17/18</td> <td>38</td> <td>34.4</td> </tr> </tbody> </table>	Year	LSUA	National	14/15	30	33.5	15/16	29	33.5	16/17	34.3	34.4	17/18	38	34.4
Year	LSUA	National																	
14/15	30	33.5																	
15/16	29	33.5																	
16/17	34.3	34.4																	
17/18	38	34.4																	

Figure 4.3 Table for Comparative Information and Data

Management																			
Performance Measure	Measurement Instrument or Process	Current Results	Action Taken or Improvement Made	Trend															
Measurable Goal	(Indicate Length of Cycle)	What are your current results?	What did you improve or what is your next step?	LSUA mean is measured against the lower limit of one standard deviation from the national mean.															
What is your goal?																			
LSUA average for the Management portion of MFT exam will be within one standard deviation of national mean or higher.	MFT Exam Direct, Summative and External Comparative (Each semester)	14/15 47% 15/16 42% 16/17 55% 17/18 55% Evaluations met or were slightly below the goal for each period.	MFT was made part of the student's grade in the capstone Business Policy course, MGMT 4830, starting in Fall 2017. Management faculty reviewed sample MFT exam to identify any gaps in coverage.	<p style="text-align: center;">MANAGEMENT</p> <table border="1"> <caption>MANAGEMENT Trend Data</caption> <thead> <tr> <th>Year</th> <th>LSUA</th> <th>National</th> </tr> </thead> <tbody> <tr> <td>14/15</td> <td>47.7</td> <td>47.7</td> </tr> <tr> <td>15/16</td> <td>42</td> <td>47.7</td> </tr> <tr> <td>16/17</td> <td>55</td> <td>53.5</td> </tr> <tr> <td>17/18</td> <td>55</td> <td>53.6</td> </tr> </tbody> </table>	Year	LSUA	National	14/15	47.7	47.7	15/16	42	47.7	16/17	55	53.5	17/18	55	53.6
Year	LSUA	National																	
14/15	47.7	47.7																	
15/16	42	47.7																	
16/17	55	53.5																	
17/18	55	53.6																	

Figure 4.3 Table for Comparative Information and Data

Quantitative Business Analysis																			
Performance Measure	Measurement Instrument or Process	Current Results	Action Taken or Improvement Made	Trend															
Measurable Goal	(Indicate Length of Cycle)	What are your current results?	What did you improve or what is your next step?	LSUA mean is measured against the lower limit of one standard deviation from the national mean.															
What is your goal?																			
LSUA average for the Quantitative Business Analysis portion of MFT exam will be within one standard deviation of national mean or higher.	MFT Exam Direct, Summative and External Comparative (Each semester)	14/15 30% 15/16 25% 16/17 28% 17/18 28% Evaluations below the goal for each period but narrowing.	MFT was made part of the student's grade in the capstone Business Policy course, MGMT 4830, starting in Fall 2017. Faculty will review sample MFT exam to identify any gaps in coverage. Faculty will review content of MATH 1431, Calculus with Business & Economic Applications, to determine relevance with MFT exam. Also, will consider bringing the course into DOBA instead of being taught by the Math department.	<p style="text-align: center;">QUANTITATIVE BUSINESS ANALYSIS</p> <table border="1"> <caption>Quantitative Business Analysis Data</caption> <thead> <tr> <th>Year</th> <th>LSUA</th> <th>National</th> </tr> </thead> <tbody> <tr> <td>14/15</td> <td>30</td> <td>31</td> </tr> <tr> <td>15/16</td> <td>25</td> <td>31.1</td> </tr> <tr> <td>16/17</td> <td>28.3</td> <td>28.3</td> </tr> <tr> <td>17/18</td> <td>28</td> <td>28.6</td> </tr> </tbody> </table>	Year	LSUA	National	14/15	30	31	15/16	25	31.1	16/17	28.3	28.3	17/18	28	28.6
Year	LSUA	National																	
14/15	30	31																	
15/16	25	31.1																	
16/17	28.3	28.3																	
17/18	28	28.6																	

Figure 4.3 Table for Comparative Information and Data

Finance

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Trend LSUA mean is measured against the lower limit of one standard deviation from the national mean.															
LSUA average for the Finance portion of MFT exam will be within one standard deviation of national mean or higher.	MFT Exam Direct, Summative and External Comparative (Each semester)	14/15 33% 15/16 34% 16/17 38% 17/18 39% Evaluations initially below goal but trended upward, exceeding goal in 2017/18.	MFT was made part of the student's grade in the capstone Business Policy course, MGMT 4830, starting in Fall 2017. Faculty reviewed sample MFT exam to identify any gaps in coverage. No corrective action warranted.	<table border="1"> <caption>FINANCE</caption> <thead> <tr> <th>Year</th> <th>LSUA</th> <th>National</th> </tr> </thead> <tbody> <tr> <td>14/15</td> <td>33</td> <td>35.6</td> </tr> <tr> <td>15/16</td> <td>34</td> <td>35.8</td> </tr> <tr> <td>16/17</td> <td>38</td> <td>37.5</td> </tr> <tr> <td>17/18</td> <td>39</td> <td>37.7</td> </tr> </tbody> </table>	Year	LSUA	National	14/15	33	35.6	15/16	34	35.8	16/17	38	37.5	17/18	39	37.7
Year	LSUA	National																	
14/15	33	35.6																	
15/16	34	35.8																	
16/17	38	37.5																	
17/18	39	37.7																	

Figure 4.3 Table for Comparative Information and Data

Marketing

Performance Measure	Measurement Instrument or Process	Current Results	Action Taken or Improvement Made	Trend															
Measurable Goal	(Indicate Length of Cycle)	What are your current results?	What did you improve or what is your next step?	LSUA mean is measured against the lower limit of one standard deviation from the national mean.															
What is your goal?																			
LSUA average for the Marketing portion of MFT exam will be within one standard deviation of national mean or higher.	MFT Exam Direct, Summative and External Comparative (Each semester)	14/15 46% 15/16 44% 16/17 43% 17/18 50% Evaluations initially below goal but improved, exceeding goal in 2017/18.	MFT was made part of the student's grade in the capstone Business Policy course, MGMT 4830, starting in Fall 2017. Improvements in assessment process. No corrective action warranted at this time.	<table border="1"> <caption>MARKETING</caption> <thead> <tr> <th>Year</th> <th>LSUA</th> <th>National</th> </tr> </thead> <tbody> <tr> <td>14/15</td> <td>46</td> <td>48</td> </tr> <tr> <td>15/16</td> <td>44</td> <td>48.2</td> </tr> <tr> <td>16/17</td> <td>43.3</td> <td>43.3</td> </tr> <tr> <td>17/18</td> <td>50</td> <td>43.9</td> </tr> </tbody> </table>	Year	LSUA	National	14/15	46	48	15/16	44	48.2	16/17	43.3	43.3	17/18	50	43.9
Year	LSUA	National																	
14/15	46	48																	
15/16	44	48.2																	
16/17	43.3	43.3																	
17/18	50	43.9																	

Figure 4.3 Table for Comparative Information and Data

Legal Environment																			
Performance Measure	Measurement Instrument or Process	Current Results	Action Taken or Improvement Made	Trend															
Measurable Goal	(Indicate Length of Cycle)	What are your current results?	What did you improve or what is your next step?	LSUA mean is measured against the lower limit of one standard deviation from the national mean.															
What is your goal?																			
LSUA average for the Legal and Social Environment portion of MFT exam will be within one standard deviation of national mean or higher.	MFT Exam Direct, Summative and External Comparative (Each semester)	14/15 52% 15/16 50% 16/17 46% 17/18 43% Evaluations trending down but exceeded goal in past two years.	MFT was made part of the student's grade in the capstone Business Policy course, MGMT 4830, starting in Fall 2017. Currently using only adjuncts to teach business law. If the downward trend continues, then the Dept will consider hiring FT faculty. In the meantime, business law faculty needs to review the sample MFT exam to identify any gaps in coverage and the Dept needs to review course content.	<p>LEGAL ENVIRONMENT</p> <table border="1"> <thead> <tr> <th>Year</th> <th>LSUA</th> <th>National</th> </tr> </thead> <tbody> <tr> <td>14/15</td> <td>52</td> <td>53.2</td> </tr> <tr> <td>15/16</td> <td>50</td> <td>53.4</td> </tr> <tr> <td>16/17</td> <td>46</td> <td>42.1</td> </tr> <tr> <td>17/18</td> <td>43.1</td> <td>42.1</td> </tr> </tbody> </table>	Year	LSUA	National	14/15	52	53.2	15/16	50	53.4	16/17	46	42.1	17/18	43.1	42.1
Year	LSUA	National																	
14/15	52	53.2																	
15/16	50	53.4																	
16/17	46	42.1																	
17/18	43.1	42.1																	

Figure 4.3 Table for Comparative Information and Data

Information Systems																			
Performance Measure	Measurement Instrument or Process	Current Results	Action Taken or Improvement Made	Trend															
Measurable Goal	(Indicate Length of Cycle)	What are your current results?	What did you improve or what is your next step?	LSUA mean is measured against the lower limit of one standard deviation from the national mean.															
What is your goal?																			
LSUA average for the Information Systems portion of MFT exam will be within one standard deviation of national mean or higher.	MFT Exam Direct, Summative and External Comparative (Each semester)	14/15 41% 15/16 48% 16/17 46% 17/18 48% Evaluations trending upward at faster pace than national lower limit.	MFT was made part of the student's grade in the capstone Business Policy course, MGMT 4830, starting in Fall 2017. No corrective action warranted.	<table border="1"> <caption>INFORMATION SYSTEMS</caption> <thead> <tr> <th>Year</th> <th>LSUA</th> <th>National</th> </tr> </thead> <tbody> <tr> <td>14/15</td> <td>41</td> <td>43.2</td> </tr> <tr> <td>15/16</td> <td>48</td> <td>43.4</td> </tr> <tr> <td>16/17</td> <td>46</td> <td>46.8</td> </tr> <tr> <td>17/18</td> <td>48</td> <td>46.9</td> </tr> </tbody> </table>	Year	LSUA	National	14/15	41	43.2	15/16	48	43.4	16/17	46	46.8	17/18	48	46.9
Year	LSUA	National																	
14/15	41	43.2																	
15/16	48	43.4																	
16/17	46	46.8																	
17/18	48	46.9																	

Figure 4.3 Table for Comparative Information and Data

International Issues																			
Performance Measure	Measurement Instrument or Process	Current Results	Action Taken or Improvement Made	Trend															
Measurable Goal	(Indicate Length of Cycle)	What are your current results?	What did you improve or what is your next step?	LSUA mean is measured against the lower limit of one standard deviation from the national mean.															
What is your goal?																			
LSUA average for the International Issues portion of MFT exam will be within one standard deviation of national mean or higher.	MFT Exam Direct, Summative and External Comparative (Each semester)	14/15 34% 15/16 28% 16/17 34% 17/18 35% Evaluations mixed. Met goal in 2017/18. Trend is upward.	MFT was made part of the student's grade in the capstone Business Policy course, MGMT 4830, starting in Fall 2017. Faculty reviewed sample MFT exam to identify any gaps in coverage. No corrective action recommended.	<table border="1"> <caption>INTERNATIONAL ISSUES</caption> <thead> <tr> <th>Year</th> <th>LSUA</th> <th>National</th> </tr> </thead> <tbody> <tr> <td>14/15</td> <td>34</td> <td>34.3</td> </tr> <tr> <td>15/16</td> <td>28</td> <td>34.3</td> </tr> <tr> <td>16/17</td> <td>34</td> <td>34.8</td> </tr> <tr> <td>17/18</td> <td>35</td> <td>35</td> </tr> </tbody> </table>	Year	LSUA	National	14/15	34	34.3	15/16	28	34.3	16/17	34	34.8	17/18	35	35
Year	LSUA	National																	
14/15	34	34.3																	
15/16	28	34.3																	
16/17	34	34.8																	
17/18	35	35																	

Figure 4.3 Table for Comparative Information and Data

All LSUA Business Majors vs National Average

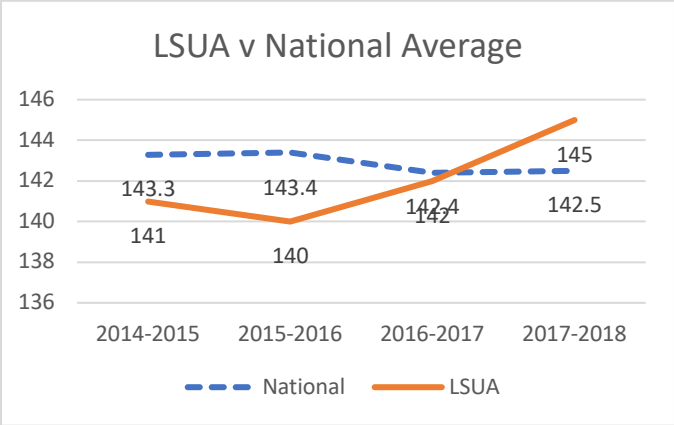
Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Trend LSUA mean is measured against the lower limit of one standard deviation from the national mean.															
LSUA MFT average will be within one standard deviation of national mean or higher.	MFT Exam Direct, Summative and External Comparative (Each semester)	14/15 141 15/16 140 16/17 142 17/18 145 Scores have been trending upward since 2015-16.	Students did not perform to the best of their abilities on the MFT from 2014 to 2016. MFT was made part of the student's grade in the capstone Business Policy course, MGMT 4830 in Fall 2017. Changes in testing administration have improved scores. Students now required to take a proctored MFT remotely, rather than in the University's testing center. No corrective action warranted at this time.	 <table border="1"> <caption>LSUA v National Average</caption> <thead> <tr> <th>Year</th> <th>National</th> <th>LSUA</th> </tr> </thead> <tbody> <tr> <td>2014-2015</td> <td>143.3</td> <td>141</td> </tr> <tr> <td>2015-2016</td> <td>143.4</td> <td>140</td> </tr> <tr> <td>2016-2017</td> <td>142.4</td> <td>142</td> </tr> <tr> <td>2017-2018</td> <td>142.5</td> <td>145</td> </tr> </tbody> </table>	Year	National	LSUA	2014-2015	143.3	141	2015-2016	143.4	140	2016-2017	142.4	142	2017-2018	142.5	145
Year	National	LSUA																	
2014-2015	143.3	141																	
2015-2016	143.4	140																	
2016-2017	142.4	142																	
2017-2018	142.5	145																	

Figure 4.3 Table for Comparative Information and Data

All LSUA Business Majors vs Peer Group

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Trend LSUA mean is measured against the lower limit of one standard deviation from the peer group mean.									
LSUA's MFT average will be within one standard deviation or higher of a 10-member peer group.	MFT Exam Direct, Summative and External Comparative (Each semester)	16/17 142 17-18 145 LSUA's score met the goal for 2016-2017 and 2017-2018. Only two years of historical data for LSUA's peer group was available.	No corrective action necessary.	<div style="text-align: center;"> <p>LSUA v Peer Group</p> <table border="1" style="margin: auto;"> <caption>LSUA v Peer Group Data</caption> <thead> <tr> <th>Year</th> <th>Comparative Schools</th> <th>LSUA</th> </tr> </thead> <tbody> <tr> <td>2016-2017</td> <td>139.4</td> <td>142</td> </tr> <tr> <td>2017-2018</td> <td>140.5</td> <td>145</td> </tr> </tbody> </table> </div>	Year	Comparative Schools	LSUA	2016-2017	139.4	142	2017-2018	140.5	145
Year	Comparative Schools	LSUA											
2016-2017	139.4	142											
2017-2018	140.5	145											

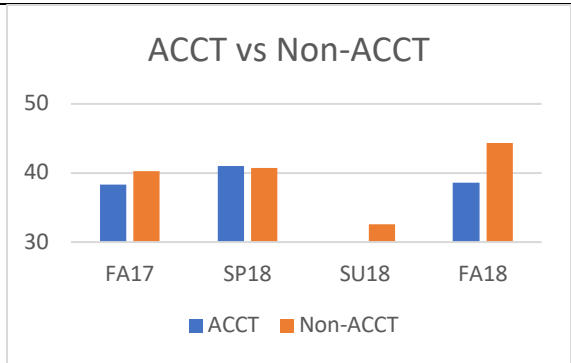
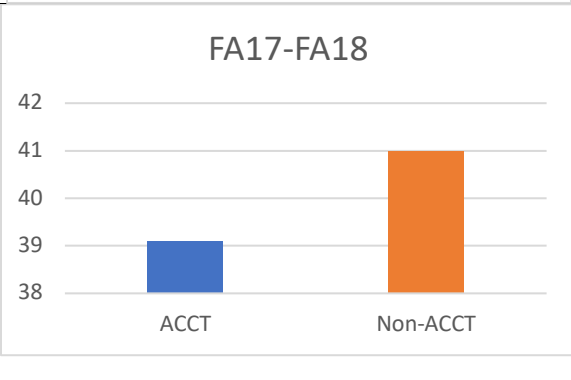
**Figure 4.3 Table for Comparative Information and Data
Major Field Test Scores by Program**

Business Administration Majors vs Non-Business Administration Majors in DOBA

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Trend															
Business Administration majors will score as well as concentration-oriented majors on the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17 144.8(N18) vs 140.1(N9) SP18 137.8(N16) vs 147.8(N32) SU18 140.7(N3) vs 137.0(N4) FA18 146.3(N8) vs 144.7(29)		<table border="1"> <caption>BADM vs Concentrations</caption> <thead> <tr> <th>Semester</th> <th>BADM</th> <th>Concentrations</th> </tr> </thead> <tbody> <tr> <td>FA17</td> <td>144.8</td> <td>140.1</td> </tr> <tr> <td>SP18</td> <td>137.8</td> <td>147.8</td> </tr> <tr> <td>SU18</td> <td>140.7</td> <td>137.0</td> </tr> <tr> <td>FA18</td> <td>146.3</td> <td>144.7</td> </tr> </tbody> </table>	Semester	BADM	Concentrations	FA17	144.8	140.1	SP18	137.8	147.8	SU18	140.7	137.0	FA18	146.3	144.7
Semester	BADM	Concentrations																	
FA17	144.8	140.1																	
SP18	137.8	147.8																	
SU18	140.7	137.0																	
FA18	146.3	144.7																	
Business Administration majors will score as well as concentration-oriented majors on the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17-FA18 142.1(N43) vs 145.0(N74)	Additional research is needed to investigate differences between face-to-face and online-only students for possible explanation and recommendation.	<table border="1"> <caption>FA17-FA18</caption> <thead> <tr> <th>Program</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>BADM</td> <td>142.1</td> </tr> <tr> <td>Concentrations</td> <td>145.0</td> </tr> </tbody> </table>	Program	Score	BADM	142.1	Concentrations	145.0									
Program	Score																		
BADM	142.1																		
Concentrations	145.0																		

**Figure 4.3 Table for Comparative Information and Data
Major Field Test Scores by Program**

Accounting Majors vs Non-Accounting Majors in DOBA

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Trend
Accounting majors will outperform non-accounting majors in business on the accounting section of the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17 38.3(N4) vs 40.3(N23) SP18 41.0(N4) vs 40.7(N44) SU18 n.d.vs 32.6(N7) FA18 38.6(N7) vs 44.3(N28) Results were mixed.		
Accounting majors will outperform non-accounting majors in business on the accounting section of the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17-FA18 39.1(N15) vs 41.0(N102) Accounting major did not outperform non-accounting majors in study year.	Additional research is needed to investigate differences between face-to-face and online-only students for possible explanation and recommendation. Accounting students are predominately face-to-face.	

**Figure 4.3 Table for Comparative Information and Data
Major Field Test Scores by Program**

Management Majors vs Non-Management Majors in DOBA

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Trend															
Management majors will outperform non-management majors in business on the management section of the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17 40.8(N4) vs 57.3(N23) SP18 58.0(N14) vs 54.6(N34) SU18 n.d.vs 53.7(N7) FA18 56.3(N6) vs 54.7(N29) Results were mixed.		 <table border="1"> <caption>MGMT vs Non-MGMT</caption> <thead> <tr> <th>Term</th> <th>MGMT</th> <th>Non-MGMT</th> </tr> </thead> <tbody> <tr> <td>FA17</td> <td>40.8</td> <td>57.3</td> </tr> <tr> <td>SP18</td> <td>58.0</td> <td>54.6</td> </tr> <tr> <td>SU18</td> <td>n.d.</td> <td>53.7</td> </tr> <tr> <td>FA18</td> <td>56.3</td> <td>54.7</td> </tr> </tbody> </table>	Term	MGMT	Non-MGMT	FA17	40.8	57.3	SP18	58.0	54.6	SU18	n.d.	53.7	FA18	56.3	54.7
Term	MGMT	Non-MGMT																	
FA17	40.8	57.3																	
SP18	58.0	54.6																	
SU18	n.d.	53.7																	
FA18	56.3	54.7																	
Management majors will outperform non-management majors in business on the management section of the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17-FA18 54.7(N24) vs 55.2(N93) Management majors did not outperform non-management majors in study year.	Additional research is needed to investigate differences between face-to-face and online-only students for possible explanation and recommendation.	 <table border="1"> <caption>FA17-FA18</caption> <thead> <tr> <th>Group</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>MGMT</td> <td>54.7</td> </tr> <tr> <td>Non-MGMT</td> <td>55.2</td> </tr> </tbody> </table>	Group	Score	MGMT	54.7	Non-MGMT	55.2									
Group	Score																		
MGMT	54.7																		
Non-MGMT	55.2																		

**Figure 4.3 Table for Comparative Information and Data
Major Field Test Scores by Program**

Marketing Majors vs Non-Marketing Majors in DOBA

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Trend															
Marketing majors will outperform non-marketing majors in business on the marketing section of the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17 60.0(N1) vs 44.4(N26) SP18 58.8(N12) vs 47.4(N36) SU18 48.3(N4) vs 46.7(N3) FA18 50.1(N14) vs 49.8(N21) Marketing majors outperformed non-marketing majors.		<table border="1"> <caption>MKTG vs Non-MKTG</caption> <thead> <tr> <th>Semester</th> <th>MKTG</th> <th>Non-MKTG</th> </tr> </thead> <tbody> <tr> <td>FA17</td> <td>60.0</td> <td>44.4</td> </tr> <tr> <td>SP18</td> <td>58.8</td> <td>47.4</td> </tr> <tr> <td>SU18</td> <td>48.3</td> <td>46.7</td> </tr> <tr> <td>FA18</td> <td>50.1</td> <td>49.8</td> </tr> </tbody> </table>	Semester	MKTG	Non-MKTG	FA17	60.0	44.4	SP18	58.8	47.4	SU18	48.3	46.7	FA18	50.1	49.8
Semester	MKTG	Non-MKTG																	
FA17	60.0	44.4																	
SP18	58.8	47.4																	
SU18	48.3	46.7																	
FA18	50.1	49.8																	
Marketing majors will outperform non-marketing majors in business on the marketing section of the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17-FA18 53.6(N27) vs 47.0(N86) Marketing majors outperformed non-marketing majors in study year.	Additional research is needed to investigate differences between face-to-face and online-only students for possible explanation and recommendation. Over half of online-only students are marketing majors.	<table border="1"> <caption>FA17-FA18</caption> <thead> <tr> <th>Category</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>MKTG</td> <td>53.6</td> </tr> <tr> <td>Non-MKTG</td> <td>47.0</td> </tr> </tbody> </table>	Category	Score	MKTG	53.6	Non-MKTG	47.0									
Category	Score																		
MKTG	53.6																		
Non-MKTG	47.0																		

**Figure 4.3 Table for Comparative Information and Data
Major Field Test Scores by Program**

Finance Majors vs Non-Finance Majors in DOBA

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Trend						
Finance majors will outperform non-finance majors in business on the finance section of the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17-FA18 48.0(N3) vs 38.7(N114)	Insufficient data to make recommendations.	<table border="1"> <caption>FA17-FA18</caption> <thead> <tr> <th>Program</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>FINC</td> <td>48.0</td> </tr> <tr> <td>Non-FINC</td> <td>38.7</td> </tr> </tbody> </table>	Program	Score	FINC	48.0	Non-FINC	38.7
Program	Score									
FINC	48.0									
Non-FINC	38.7									

**Figure 4.3 Table for Comparative Information and Data
Major Field Test Scores by Program**

CMIS Majors vs Non-CMIS Majors in DOBA

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Trend						
CMIS majors will outperform non-CMIS majors in business on the finance section of the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17-FA18 50.0(N1) vs 46.6(N116)	Insufficient data to make recommendations.	<div style="text-align: center;"> <p>FA17-FA18</p> <table border="1"> <caption>Major Field Test Scores for FA17-FA18</caption> <thead> <tr> <th>Program</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>CMIS</td> <td>50.0</td> </tr> <tr> <td>Non-CMIS</td> <td>46.6</td> </tr> </tbody> </table> </div>	Program	Score	CMIS	50.0	Non-CMIS	46.6
Program	Score									
CMIS	50.0									
Non-CMIS	46.6									

**Figure 4.3 Table for Comparative Information and Data
Major Field Test Scores by Program**

LSUA Accounting Major Mean vs National Accounting Mean

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Comparison						
LSUA accounting majors will equal or exceed the national mean on the accounting section of the major field test.	MFT Exam Direct, Summative and External Comparative (Each semester)	FA17-FA18 LSUA 40.1 vs Nat'l 43.1	Insufficient data to take action at this time. Department recommends additional research is needed to investigate differences between face-to-face and online-only students.	<div style="text-align: center;"> <p>LSUA ACCT MAJORS V NATIONAL</p> <table border="1" style="margin: auto;"> <caption>LSUA ACCT MAJORS V NATIONAL</caption> <thead> <tr> <th>Category</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>ACCT Majors</td> <td>40.3</td> </tr> <tr> <td>National Mean</td> <td>43.1</td> </tr> </tbody> </table> </div>	Category	Score	ACCT Majors	40.3	National Mean	43.1
Category	Score									
ACCT Majors	40.3									
National Mean	43.1									

**Figure 4.3 Table for Comparative Information and Data
Major Field Test Scores by Program**

LSUA Management Major Mean vs National Management Mean

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Comparison						
LSUA management majors will equal or exceed the national mean on the management section of the major field test.	MFT Exam Direct, Summative and External Comparative (Each semester)	FA17-FA18 LSUA 51.4 vs Nat'l 61.4	Insufficient data to take action at this time. Department recommends additional research is needed to investigate differences between face-to-face and online-only students.	<div style="text-align: center;"> <p>LSUA MGMT MAJORS V NATIONAL</p> <table border="1"> <caption>LSUA MGMT MAJORS V NATIONAL</caption> <thead> <tr> <th>Category</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>MGMT Majors</td> <td>51.4</td> </tr> <tr> <td>National</td> <td>61.4</td> </tr> </tbody> </table> </div>	Category	Score	MGMT Majors	51.4	National	61.4
Category	Score									
MGMT Majors	51.4									
National	61.4									

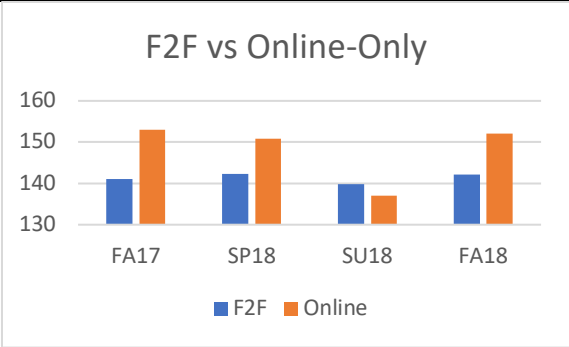
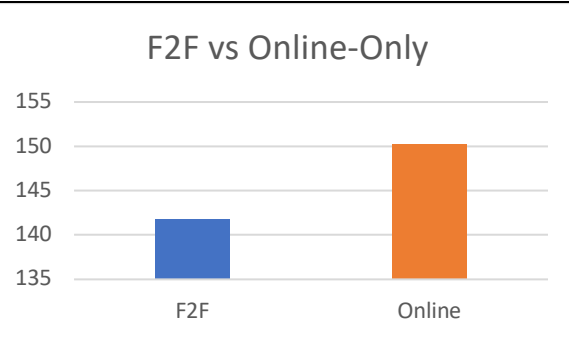
**Figure 4.3 Table for Comparative Information and Data
Major Field Test Scores by Program**

LSUA Marketing Major Mean vs National Marketing Mean

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Comparison						
LSUA marketing majors will equal or exceed the national mean on the marketing section of the major field test.	MFT Exam Direct, Summative and External Comparative (Each semester)	FA17-FA18 LSUA 60 vs Nat'l 50.5	Insufficient data to take action at this time. Department recommends additional research is needed to investigate differences between face-to-face and online-only students.	<div data-bbox="1241 610 1881 1008" data-label="Figure"> <table border="1"> <caption>LSUA MKTG MAJORS V NATIONAL</caption> <thead> <tr> <th>Category</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>MKTG Majors</td> <td>60</td> </tr> <tr> <td>National Mean</td> <td>50.5</td> </tr> </tbody> </table> </div>	Category	Score	MKTG Majors	60	National Mean	50.5
Category	Score									
MKTG Majors	60									
National Mean	50.5									

**Figure 4.3 Table for Comparative Information and Data
Major Field Test Scores by Program**

Face-to-Face vs Online-Only Students in DOBA

Performance Measure Measurable Goal What is your goal?	Measurement Instrument or Process (Indicate Length of Cycle)	Current Results What are your current results?	Action Taken or Improvement Made What did you improve or what is your next step?	Trend															
No significant difference between face-to-face and online-only students on the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17 141.0(N22) vs 153.0(N5) SP18 142.3(N36) vs 150.8(N12) SU18 139.8(N4) vs 137.0(N3) FA18 142.1(N25) vs 152.1(10)		 <table border="1"> <caption>F2F vs Online-Only</caption> <thead> <tr> <th>Term</th> <th>F2F</th> <th>Online</th> </tr> </thead> <tbody> <tr> <td>FA17</td> <td>141.0</td> <td>153.0</td> </tr> <tr> <td>SP18</td> <td>142.3</td> <td>150.8</td> </tr> <tr> <td>SU18</td> <td>139.8</td> <td>137.0</td> </tr> <tr> <td>FA18</td> <td>142.1</td> <td>152.1</td> </tr> </tbody> </table>	Term	F2F	Online	FA17	141.0	153.0	SP18	142.3	150.8	SU18	139.8	137.0	FA18	142.1	152.1
Term	F2F	Online																	
FA17	141.0	153.0																	
SP18	142.3	150.8																	
SU18	139.8	137.0																	
FA18	142.1	152.1																	
No significant difference between face-to-face and online-only students on the major field test.	MFT Exam Direct, Summative and Internal Comparative (Each semester)	FA17-FA18 141.8(N87) vs 150.2(N30)	Insufficient data to take action at this time. Department recommends additional research is needed to investigate differences between face-to-face and online-only students.	 <table border="1"> <caption>F2F vs Online-Only</caption> <thead> <tr> <th>Mode</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>F2F</td> <td>141.8</td> </tr> <tr> <td>Online</td> <td>150.2</td> </tr> </tbody> </table>	Mode	Score	F2F	141.8	Online	150.2									
Mode	Score																		
F2F	141.8																		
Online	150.2																		