

Program Name (no acronyms): Professional

Department: Dean's Office

Degree or Certificate Level: Graduate

College/School: Chaifetz School of Business

Date (Month/Year): AY 21-22

Assessment Contact: Dr. Brett Boyle, Program
Director

In what year was the data upon which this report is based collected? 2021-2022

LOC 1- Students will develop a strategic level understanding of the key functions of business—

What were the results of the assessment of the learning outcome(s)? Please be specific. Does achievement differ by teaching modality (e.g., online vs. face-to-face) or on-ground location (e.g., STL campus, Madrid campus, other off-campus site)?

The average score of this test was 66.7 out of 80

What have you learned from these results? What does the data tell you?

The average score was low for the marketing content. The average correct response of five marketing questions was 4/10.

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