Management Information Systems BBA

Management Information Systems- A Broad Base Of Knowledge

Goal Description:

The goal of the BBA program in Management Information Systems is to provide students with a broad base of knowledge in the Management Information System discipline.

Providing Department: Management Information Systems BBA

Progress: Completed

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Data Analytics

Learning Objective Description:

The Data Analytics focus is placed on the importance of collecting and analyzing data by creating models for making better decisions and improving business practices and strategies. Topics covered include descriptive analytics, predictive analytics, and prescriptive analytics. Students learn to apply business analytic tools, and to communicate the results. Emphasis is placed on applications, concepts and interpretation of results. (MGIS4315)

RELATED ITEM LEVEL 2

Data Analytics Assessment

Indicator Description:

Assessment of the Learning Objectives will be measured using assignments and exams related to collecting and analyzing data by creating models for making better decisions and improving business practices and strategies. (MGIS4315)

Criterion Description:

Students will average at least a 70% mastery level in the following areas:

descriptive analytics, predictive analytics, and prescriptive analytics

Findings Description:

This course was not assessed this cycle due to it not being a required course at this time, however we are looking at making it a required course in the near future.

RELATED ITEM LEVEL 1

Database

Learning Objective Description:

Students who complete the BBA in Management Information Systems will demonstrate an understanding of the design and implementation of database applications and how database software works and its inclusion in design solutions. (MGIS 3330 and 4330)

RELATED ITEM LEVEL 2

Database Assessment

Indicator Description:

Assessment of the Learning Objectives will be measured using student performance in the areas of design and implementation of database applications will be measured through practical exams in MGIS 3330 and specific exam questions on the design and implementation topics in MGIS4330. (MGIS3330 and MGIS 4330)

Criterion Description:

Students are assumed to have no previous knowledge of database design and implementation skills and are not given a pretest. The class average on both, **design** and **implementation** of databases will be 70% correct. Skills in these two areas will be included on each unit examination. M/C questions and/or hands-on exercises/projects may be utilized dependent on the instructor and course, MGIS 3330 and MGIS 4330.

Findings Description:

Assessment – Database (MGIS3330 & MGIS4330)Fall 2023

LO3:

Demonstrate an understanding of the design and implementation of database applications and how database software works and its inclusion in design solutions.

Subobjectives:	Method of Assessment	<70%	70-89%	=>90%	Total # students	% meet or exceed
1Understand/apply Database design	a. MGIS3330: Practical exam	5	9	10	24	78.8%
	b. MGIS4330: embedded exam questions	2	4	2	8	75%
2Understand/apply normalization	Quiz-embedded questions	10	3	8	21**	52.4%

3 Database Implementation	Practical exam	10	10	3	23***	56.5%
4. Understand and apply essential SQL skills to create, retrieve, update, and delete	embedded exam questions	3	5	0	8	62.5
3. Understand and apply advanced SQL skills such as views, scripts, stored procedures, and functions.	embedded exam questions	4	2	2	8	50%

RELATED ITEM LEVEL 3

Database Assessment

Action Description:

For Database I (MGIS3330) I will be requiring the reviews for each module instead of making the reviews optional. The practical exams come from the reviews.

For Database II (MGIS4330) Add several more quizzes to mirror those questions used for the assessment.

RELATED ITEM LEVEL 1

Electronic Commerce

Learning Objective Description:

Students who complete the BBA in Management Information Systems will demonstrate the ability to implement business oriented systems for electronic commerce and skills in using Internet technologies. (MGIS4320)

RELATED ITEM LEVEL 2

Electronic Commerce Assessment

Indicator Description:

Assessment of the Learning Objectives will be measured using assignments and exams related to the ecommerce and internet technology topics. (MGIS 4320 now MGIS3320)

Criterion Description:

Students will average at least a 70% mastery level in the following areas:
XHTML, CSS, Graphics, and JavaScript.

Findings Description:

Assessment – Electronic Commerce (MGIS3320)Fall 2023

LO4:

Demonstrate the ability to implement business-oriented systems for electronic commerce and skills in using Internet technologies.

Subobjectives:	Method of Assessment	<70%	70-89%	=>90%	Total # of students	% meet or exceed
1. Understand and apply essential HTML skills to create and manage a web site.	exam-embedded question	8	7	2	17	53%
2. Create/apply technical documentation Understand and apply essential CSS skills to format web pages.	exam-embedded question	7	8	2	17	59%

RELATED ITEM LEVEL 3

Electronic Commerce Assessment

Action Description:

Add several more quizzes to mirror those questions used for the assessment.

RELATED ITEM LEVEL 1

Networking

Learning Objective Description:

Students who complete the BBA in Management Information Systems will demonstrate an understanding of telecommunications services and networking technologies and skills in installing and managing networks within business organizations. (MGIS4350)

RELATED ITEM LEVEL 2

Networking Assessment

Indicator Description:

Assessment will be made using test performance on understanding of telecommunications services and networking technologies. A project will be used to assess skills in working as a team to install and manage a network. (MGIS4350)

Criterion Description:

The class average on individual test questions will be 70% correct. Test questions will be included on each unit examination. Seventy five percent of Management Information Systems majors will receive a score of at 70% on the Test and the Networking Project.(MGIS4350)

Findings Description:

Assessment – Networking (MGIS4350)Fall 2023

LO5:

Demonstrate an understanding of telecommunications services and networking technologies and skills in installing and managing networks within business organizations.

Subobjectives:	Method of Assessment	<70%	70-89%	=>90%	Total # students	% meet or exceed
1.Students will gain knowledge in basic networking concepts.	Exam-embedded questions	2	13	9	24	91.67%
2. Students will be able to identify network topologies and their appropriate use.	Exam-embedded questions	6	17	1	24	75%
3. Students will be able to design and implement business networks.	Exam-embedded questions	0	0	24	24	100%
1.4. Students will be able to identify network protocols.	Exam-embedded questions	5	17	2	24	79.17%

RELATED ITEM LEVEL 3

Networking Assessment

Action Description:

Revising the course to include significantly more hands on activities that are available through the cloud.

RELATED ITEM LEVEL 1

Programming

Learning Objective Description:

Students who complete the BBA in Management Information Systems will demonstrate the ability to analyze and define business problems from a programming perspective and an understanding of the basic concepts of programming, problem solving, and program logic. This includes the understanding of fundamental concepts of procedural, object-oriented, and event-driven programming paradigms and the ability to apply them to solve business problems. (MGIS2320 now MGIS3315)

RELATED ITEM LEVEL 2

Programming Assessment

Indicator Description:

Assessment will be made using exams to evaluate both the understanding of fundamental concepts of the three programming paradigms (procedural, object-oriented, and event-driven) and the ability to apply them to solve business problems. Common multiple-choice questions will be used to assess the understanding, while coding problems will be used to assess the ability to apply. (MGIS 2320 now MGIS3315)

Criterion Description:

The average across class sections on each exam will be 75% (originally 70% correct, but we determined that the hurdle needed to be higher to stay competitive with peer schools) correct. The class average on the section testing the understanding of fundamental concepts of both procedural and object-oriented paradigms will be 75% (originally 70% correct, but we determined that the hurdle needed to be higher to stay competitive with peer schools)correct. Also, the class average on the section testing the ability to apply the concepts of concepts of both procedural and object-oriented paradigms will be 75% (originally 70% correct, but we determined that the hurdle needed to be higher to stay competitive with peer schools)correct. The class average on the exam on event-driven paradigm will be 70% correct; this last exam contains one coding problem, combining the understanding and application. We are particularly interested to determine whether our interventions are working with the procedural paradigm, a weakness that emerged in 2010-2011. (MGIS2320 now MGIS3315)

Findings Description:

Assessment – Programming (MGIS3315)Fall 2023

LO2:

Demonstrate the ability to analyze and define business problems from a programming perspective and an understanding of the basic concepts of programming, problem solving, and program logic. This includes the understanding of fundamental concepts of procedural, object-oriented, and event-driven programming paradigms and the ability to apply them to solve business problems.

Subobjectives:	Method of Assessment	<70%	70-89%	=>90%	Total # of students	% meet or exceed
1. Students will be able to develop algorithms for solving business problems.	Exam-embedded questions	5	4	2	11	54.5%
2. Students will be able to apply procedural programming concepts to solve business problems.	Exam-embedded questions	7	2	2	11	36.4%
3. Students will be able to apply object-oriented programming concepts to solve business problems.	Exam-embedded questions	6	5	0	11	45.5%
4. Students will be able to apply event-driven programming concepts to solve business problems.	Exam-embedded questions	3	5	3	11	72.7%

RELATED ITEM LEVEL 3

Programming Assessment

Action Description:

I will give more quiz questions and make students do them using a respondus monitor instead of open notes.

RELATED ITEM LEVEL 1

Systems Analysis And Design

Learning Objective Description:

Students who complete the BBA in Management Information Systems will demonstrate an understanding of the design and application of information systems in business and a knowledge of the tools and processes used in systems analysis and design. (MGIS4340)

RELATED ITEM LEVEL 2

Systems Analysis And Design Assessment

Indicator Description:

Assessment of the Learning Objectives will be measured using vocabulary exam questions and semester long project assignments targeting specific related topics. (MGIS 4340)

Criterion Description:

For each Learning Objective there is a 70% cutoff level whereby above 70% is deemed achieving the learning objective and below 70% attainment is considered no achieving the learning objective.

The class average on the vocabulary exam will be => 70% correct to be deemed acceptable.

The rubric is based on the four phases of development methodology. A draft version of each phase I-III deliverable is graded as well as a final version. Only one version of the phase IV deliverable is graded as this phase is an outline of deliverables (installation guidelines, recovery guidelines,etc.). Management Information Systems majors will receive a score of at least 70% on the rubric for the project final draft. (MGIS4340).

Findings Description:

Assessment – Systems Analysis & Design (MGIS4340)Fall 2023

LO6:

Demonstrate an understanding of the design and application of information systems in business and a knowledge of the tools and processes used in systems analysis and design.

Subobjectives:	Method of Assessment	<70%	70-89%	=>90%	Total # of students	% meet or exceed
1. Learn and Apply the Systems Development Lifecycle Methodology. 2. Create and apply technical documentation, for example Process Modeling using Data Flow Diagrams. 1.3. Learn methods to evaluate an organization's technology usage, analyze information needs and develop recommendations to support strategic goals.	Rubrics applied to each phase of SDLC for a project	0	3	7	10	100%
4. Create/apply technical documentation	Practical exam	3	5	2	10	70%
5. Apply communication concepts	Rubric for presentation	0	3	7	10	100%

RELATED ITEM LEVEL 3

Systems Analysis And Design Assessment Action Description:

I will add more detailed descriptions of document requirements for the project. Documents include Project Scope, Project Charter, Baseline Project Plan.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

Work with the new Center for Building Business Professionals focusing on MIS internships and job placements. Continue exploring the STEM designation which should be conducive to growing the major. With COVID remote requirements over we will focus on continuing ACE class work, in particular for the Systems Analysis & Design class. We plan to explore how to use current classes for certifications.

Update of Progress to the Previous Cycle's PCI:

The Center for Building Business Professionals has a new director which delayed our planning for MIS internships. We will focus on planning with the new director.

STEM CIP codes have been requested for all MGIS courses.

Systems Analysis & Design continues to be a designated ACE course. eCommerce and Database II has started using ACE designations Fall 2021 and will continue as appropriate clients are available. Fall 2023 and Spring 2024 eCommerce was ACEd.

Database I restarted MS Access certifications. Database II and eCommerce have offered certifications in class. Programming prepares students for an external Python certification; we know of at least one student who passed the certification in Fall 2023.

New Plan for Continuous Improvement Item

Closing Summary:

Develop a plan to grow enrollment for the MIS major. One first step is to require Data Analytics for the major which will provide in demand skills resulting in more marketability for students. The planning will most likely include opportunities through the Center for Building Professionals.

Once the courses are CIP STEM designated we will look to have the program STEM designated.

Looking to obtain COBA or external funding to assist in pursuing industry recognized certifications such as Python and various certifications offered by CompTIA.