**Business Management Assessment Plan**

**Academic Year 2023 Data**

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| Outcome | Targets | Assessment Data |
| Program Learning Outcome 1:  Identify key industry and external strategic issues. | 70% of BMGT 2341 students score 80% or better on the BMGT 2341 You Make the Decision – Movie Exhibition Industry Case Study Assessment. | 70% - 32 out of the 46 students that completed the assessment scored 80% or better. |
| Program Learning Outcome 2:  Analyze the internal aspects of the business environment. | 70% of BMGT 2341 students score 80% or better on the BMGT 2341 Video Case Study – Toyota Assessment. | 68% - 32 out of the 47 students that completed the assessment scored 80% or better. |
| Program Learning Outcome 3:  Formulate business level strategy capitalizing on competitive advantage. | 70% of BMGT 2341 students score 80% or better on the BMGT 2341 You Make the Decision – Tesla Case Study Assessment. | 77% - 37 out of the 48 students that completed the assessment scored 80% or better. |