



OFFICE OF ACADEMIC ASSESSMENT  
*The* UNIVERSITY of OKLAHOMA

# Program Assessment Report

2022 - 2023

COB - Business Intelligence & Analytics  
(Undergraduate Certificate)

### General Information

**Mission**

To provide students with data, technical, analytical, and AI skills and subsequently help decision-makers derive insights from big data generated within and outside their organization.

**College**

Business

**Department/School/Division**

MIS

**Assessment Liaison**

Naveen Kumar

## Problem Solving Skills

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### Student Learning Outcome (SLO)

The ability to problem-solve in relation to business intelligence and analytics applications.

### Outcome Status

Active

### Direct - Course Embedded Assessment

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#### Assessment Method Description

BIA 3723: 70% of students will meet or exceed a 70% standard on a case that reflects their solution to a representative business analytics problem.

#### Performance Target

BIA 3723: >80% Exceeds Expectations; >70% Meets Expectations; >60% Needs Improvement; <60% Unacceptable

#### Assessment Results and Use of Results

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##### Reporting Period

2022 - 2023

##### Assessment Results Entry Date

09/25/2023

##### Assessment Results

5 out of 6 students (83.33%) satisfied the standard. The level exceeds expectations.

##### Results Status

Target Met

##### Number of Students Assessed

6

#### USE OF ASSESSMENT RESULTS

##### Curriculum

Even though the course content and delivery are constantly being reviewed and analyzed for improvement, the instructor keeps looking into and experimenting with new data analysis techniques and procedures.

The representatives of ConocoPhillips (sponsor of the BIA certificate) were pleased to see how the certificate has developed and the cutting-edge topics we consistently add and update to this certificate.

## Data Processing and Management Skills

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### Student Learning Outcome (SLO)

The ability to identify appropriate data processing methods and apply them to manage data for business intelligence activities.

### Outcome Status

Active

### Direct - Examination

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#### Assessment Method Description

BIA 3723: 70% of students' performance will meet or exceed a 70% standard on an exam item dealing with wrangling and management of data.

#### Performance Target

BIA 3723: >80% Exceeds Expectations; >70% Meets Expectations; >60% Needs Improvement; <60% Unacceptable

#### Assessment Results and Use of Results

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##### Reporting Period

2022 - 2023

**Assessment Results Entry Date**

09/25/2023

**Assessment Results**

6 out of 6 students (100%) satisfied the standard. The level exceeds expectations.

**Results Status**

Target Met

**Number of Students Assessed**

6

**USE OF ASSESSMENT RESULTS****Curriculum**

The course content and delivery are continuously reviewed and evaluated to improve students' ability to identify appropriate data processing methods and apply them in managing data for business intelligence activities. The instructor is researching and testing out new data processing and management skills.

**Data Presentation Skills**

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**Student Learning Outcome (SLO)**

The ability to apply appropriate data presentation methods to provide business insights and value.

**Outcome Status**

Active

**Direct - Examination**

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**Assessment Method Description**

BIA 3723: 70% of students' performance will meet or exceed a 70% standard on an exam item related to recognizing and applying appropriate data presentation methods to provide business insights and value.

**Performance Target**

BIA 3723: >80% Exceeds Expectations; >70% Meets Expectations; >60% Needs Improvement; <60% Unacceptable

**Assessment Results and Use of Results**

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**Reporting Period**

2022 - 2023

**Assessment Results Entry Date**

09/25/2023

**Assessment Results**

5 out of 6 students (83.33%) satisfied the standard. The level exceeds expectations.

**Results Status**

Target Met

**Number of Students Assessed**

6

**USE OF ASSESSMENT RESULTS****Curriculum**

As part of the commitment to continuous evaluation and improvement of the student experience, the instructor plans to experiment with inviting industry speaker who can share real-world insight and experience on storytelling and presentation techniques. This initiative aligns to enhance the learning environment and provide valuable skills to our students.