

# Business Administration Student Achievement

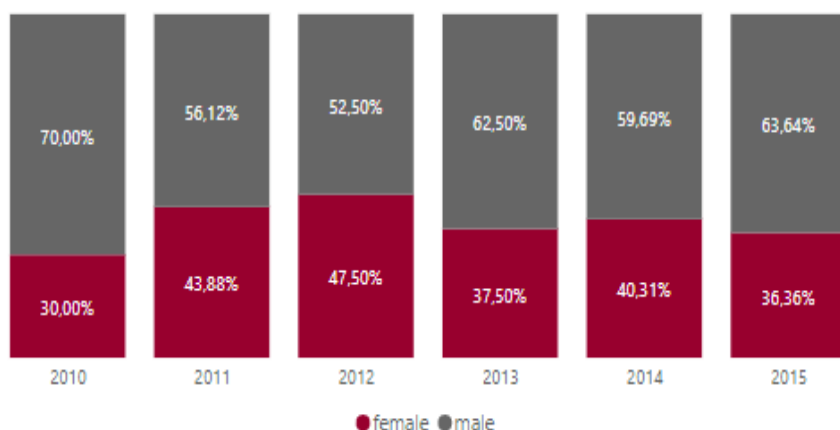
## Degree Profile for the Business Administration program

The UDLA graduate of Business Administration is a competent, enterprising professional with critical thinking skills and an international-global vision. He/she understands the complexities surrounding organizations, whether private businesses, public sector, or nonprofit institutions. The graduate has theoretical and practical knowledge and effective organizational leadership and management skills.

The Business Administration graduate analyzes potential markets and evaluates the technical and financial viability of new business projects. As for existing organizations, he or she is able to develop and implement strategies oriented to improve organizational performance. Additionally, the graduate identifies and takes advantage of business opportunities within specific markets. He or she engages in decision-making and problem-solving processes at different levels within the organization, applying quantitative methods along with information and communication technologies.

The UDLA Business Administration graduate is expected to demonstrate professional ethics, and social responsibility, in pursuit of encouraging positive change in organizations.

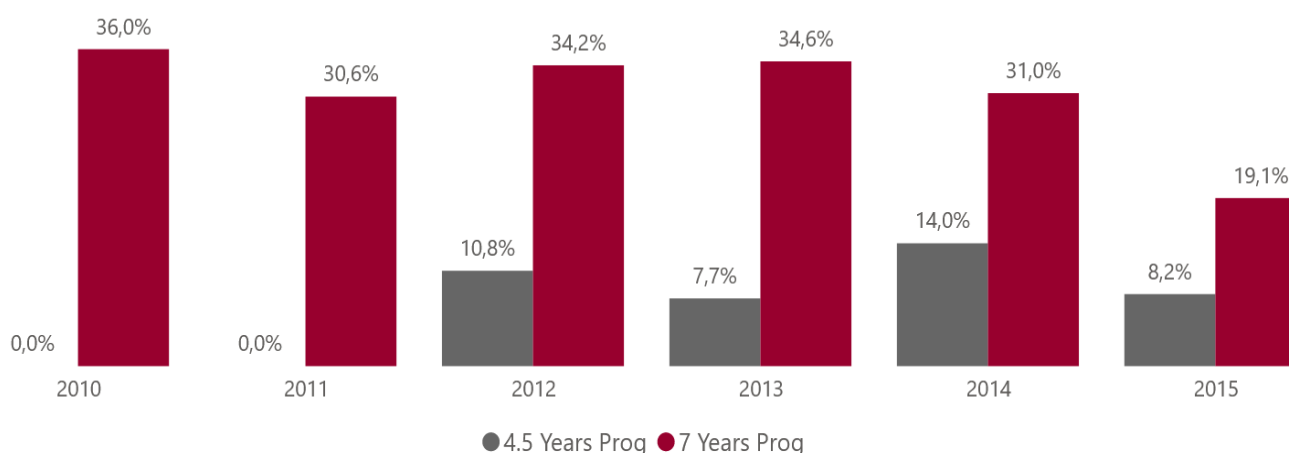
## GRADUATION BY GENDER



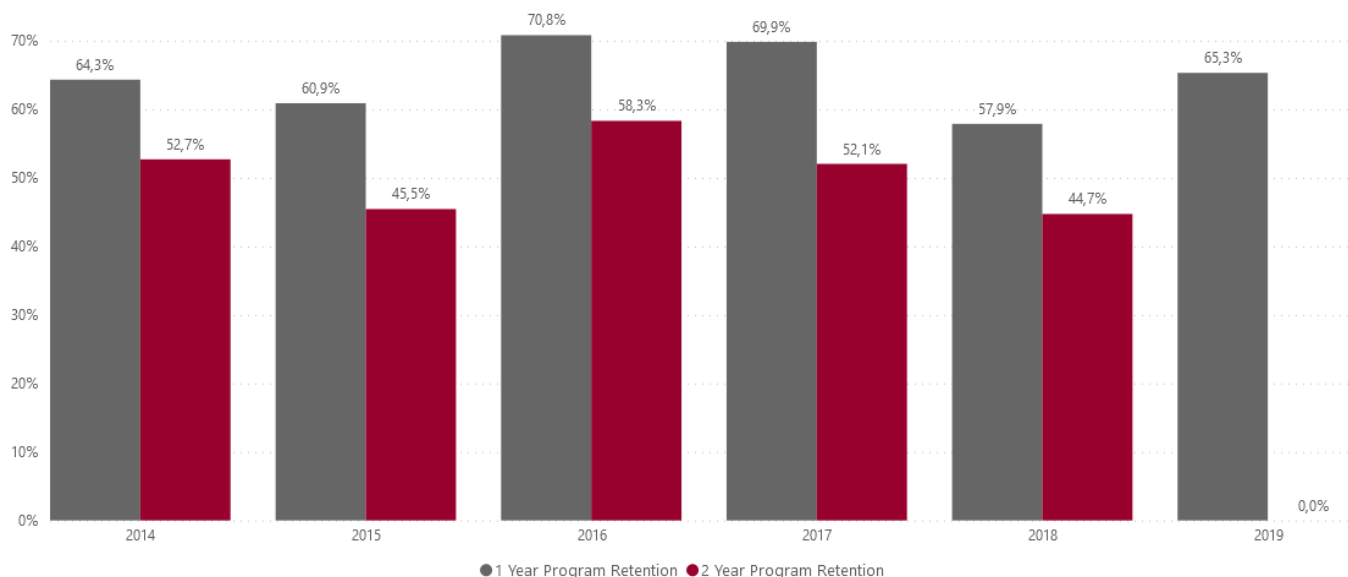
Retention and graduation rates are calculated through the 2019- 2020 academic year, based on new, first-time students entering in the fall semester, daytime or evening version of their program (if available). These rates do not consider incoming transfer students.

The duration of the Business Administration program has historically been 4.5 years (9 semesters). Nevertheless, until Fall 2015, students had to first complete all coursework and then the capstone, which extended the time required to finish the program by at least one semester. Therefore, the graduation rate is calculated according to a duration of 4.5 years and 150% of that amount. The percentage of graduates in each cohort by gender considers only actual graduates, not the original makeup of the cohort.

## GRADUATION



## RETENTION



## Program Learning Outcomes

In every semester, the program provides assessment results according to its Multiannual Assessment Plan (MAP), which typically considers one or more of its program learning outcomes (PLOs). Most programs utilize the platform Brightspace to collect and assess student work and to present the data and evidence of student achievement. These results and their analysis, with the objective of identifying areas for improvement, are presented in the program's annual assessment report.

In the graphic below, the most recent period in which a PLO has been assessed is indicated, with the percentage indicating achievement of the expected performance standard for that PLO, according to the rubric used to evaluate the student work. This standard can be designated at an introductory, intermediate, or final level, depending upon how the course learning outcomes (CLOs) align to each PLO in the program's curriculum map.

## A graduate of the Business Administration program will be able to:

1. Evaluate the business environment to identify favorable markets.
2. Design innovative strategies that contribute to an organization's competitive advantages.
3. Identify entrepreneurial opportunities and evaluate probability of success, based on a comprehensive analysis of the business environment along with administrative, financial, operational, commercial, and legal requirements.
4. Analyze processes related to an organization's operations to establish quality assurance and improvement strategies.
5. Design and evaluate projects, taking into account scope, time, and cost.
6. Understand the role of social responsibility and ethics in business.

