ASSESSMENT PLAN

DIVISION: Business Division
PROGRAM: Business Administration
INDIVIDUAL COMPLETING REPORT: Pat Galitz

THREE-YEAR CYCLE: July 2019-June 2020
MARK YEAR OF CYCLE: ☒ Year 2
SAME PLAN AS PREVIOUS YEAR: ☒ Yes ☐ No

PROGRAM MISSION STATEMENT: The mission of the Business Administration program is to prepare students for successful employment in business-related careers and/or for the continuation of their educational pursuits. We utilize technology and provide student-centered support.

STUDENT LEARNING GOALS, OUTCOMES, AND TOOLS

OUTCOME NO. (GELO 3: Critical Thinking and Problem Solving) is a program’s General Education Learning Outcome (GELO) being assessed in this three-year cycle.

GOAL #1: Demonstrate the use of business practices. (Principles of Accounting 1)

☒ OUTCOME 1.1: Students synthesize information to arrive at reasoned solutions to problems.

TOOL & BENCHMARK 1.1A: 80% of the students who complete the comprehensive final in Principles of Accounting 1 will score a 70% or higher. The measurement will be used in online and face-to-face classes.

TOOL & BENCHMARK 1.1B: 80% of the students who complete the pilot midterm project/exam in Principles of Accounting 1 will score a 70% or higher. The measurement will be used by select faculty in online and face-to-face classes.

OUTCOME NO. (GELO 4: Global Awareness and Citizenship) is a program’s General Education Learning Outcome (GELO) being assessed in this three-year cycle.

GOAL #2: Demonstrate oral/written communication skills necessary in the workplace. (Business Ethics)

☒ OUTCOME 2.1: Explain the connections between historical and recent events and current global situations related to political systems, economic systems, social systems, and/or environmental issues.

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NOTE: The Assessment Plan is due every year on March 1 or the next business day.
**TOOL & BENCHMARK 2.1A**: Score on written paper relating to historical and recent events and current global situations and business ethics. 80% of the students will score an 80% or higher. The measurement will be used in online and face-to-face classes.

**TOOL & BENCHMARK 2.2B**: Score on oral presentation relating to historical and recent events and current global situations and business ethics. 80% of the students will score an 80% or higher. The measurement will be used in online and face-to-face classes.

OUTCOME NO. (GELO #6: Career and Life Skills) is a program’s General Education Learning Outcome (GELO) being assessed in this three-year cycle.

**GOAL #3**: Develop skills required to seek, gain, and maintain employment. (Career Transitions) (Introduction to Entrepreneurship)

- **OUTCOME 3.1**: Students employ effective interpersonal and intrapersonal communication skills.
  
  **TOOL & BENCHMARK 3.1A**: Rating by interviewer on a mock interview. 80% of the students will score an 80% or higher. The measurement will be used in online and face-to-face classes.

- **OUTCOME 3.2**: Students acquire entrepreneurial skills and attitudes.
  
  **TOOL & BENCHMARK 3.2A**: Business simulation activity. 80% of the students will score 80% or higher. The measurement will be used in online, hybrid, and face-to-face classes.

**GOAL #4**: Demonstrate up-to-date technical skills. (Microsoft Applications I)

- **OUTCOME 4.1**: Students use digital technology effectively to access, manage, integrate, evaluate, and present information.
  
  **TOOL & BENCHMARK 4.1A**: Score on the Excel performance exam in Microsoft Applications I. 80% of the students will score a 70% or higher average. The measurement will be used in online and face-to-face classes.

  **TOOL & BENCHMARK 4.1B**: Score on the Word performance exam in Microsoft Applications I. 80% of the students will score a 70% or higher average. The measurement will be used in online and face-to-face classes.
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