

A.A.S DEGREE IN MANAGEMENT- (BM-AAS)

Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal	What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)	Current Results: What are your current results?	Analysis of Results: What did you learn from your results?	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)												
SLO: Students will complete an accounting cycle of a business by analyzing transactions, recording journal entries, posting to ledger, preparing year end adjusting/closing entries, calculating net income/loss and preparing financial statements. Goal: Students will achieve a grade of C or better.	Faculty developed internal, direct measure.	In 2015, approximately 82% of the students achieved the goal.	The area weakest in terms of student comprehension is adjusting entries.	Students given more practice and clarifications in the area of adjusting entries.	<div><div>% of students meeting goal</div><div><h3>BU 101 Principles of Accounting 1</h3><table><thead><tr><th>Year</th><th>n</th><th>% of students meeting goal</th></tr></thead><tbody><tr><td>2009</td><td>186</td><td>60</td></tr><tr><td>2012</td><td>170</td><td>68</td></tr><tr><td>2015</td><td>189</td><td>82</td></tr></tbody></table></div></div>	Year	n	% of students meeting goal	2009	186	60	2012	170	68	2015	189	82
Year	n	% of students meeting goal															
2009	186	60															
2012	170	68															
2015	189	82															
SLO: Identify different forms of business organizations; identify managerial roles and responsibilities. Goal: Students will achieve a grade of C + or better i.e. achieve a score of 75 or better.	Direct - Faculty generated multiple choice examination designed to test the objectives	Current results indicate that students have achieved the goal.	BU 201 is an introductory course for freshmen. In the past we found students unable to achieve the goals because of lack engagement. We introduced web enhanced methods of teaching this course and find that students are doing better.	We propose to use web enhanced methods and include more online resources to keep students engaged, and assess the course again in 2019.	<div><div>Score</div><div><h3>BU 201 - Business Organization and Management</h3><table><thead><tr><th>Year</th><th>n</th><th>Score</th></tr></thead><tbody><tr><td>2010</td><td>79</td><td>68</td></tr><tr><td>2013</td><td>71</td><td>70</td></tr><tr><td>2016</td><td>69</td><td>82</td></tr></tbody></table></div></div>	Year	n	Score	2010	79	68	2013	71	70	2016	69	82
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SLO: Interpret and apply statistical methods. Goal: Students will achieve a grade of C + or better i.e. achieve a score of 75 or better.	Direct - Faculty generated multiple choice examination designed to test there major topic areas - descriptive statistics, normal distribution and hypothesis testing.	Current results indicate that students have not achieved the goal.	BU 203 is considered a difficult course for the majority of the students in the business Dept. In the past, we found students had difficulty with calculation of measures like standard deviation etc so we focussed on more problem solving in these topics. Now we find that while a lot of the students can calculate measures, they do not understand the application of these processes, specially to Business.	We propose to develop students understanding of application of statistics like hypothesis testing by providing more examples of cases, problems related to business.	<div><div>BU 203 - Principles of Statistics</div><table><thead><tr><th>Year</th><th>n</th><th>Score</th></tr></thead><tbody><tr><td>2010</td><td>42</td><td>68</td></tr><tr><td>2013</td><td>93</td><td>72</td></tr><tr><td>2016</td><td>101</td><td>73</td></tr></tbody></table></div>	Year	n	Score	2010	42	68	2013	93	72	2016	101	73
Year	n	Score															
2010	42	68															
2013	93	72															
2016	101	73															
SLO: Indentify legal concepts and terminology, applicable legal standards, and various statutory provisions and apply those concepts to various arenas in business. Goal: Students will score a grade of C+ or better.	Direct - Faculty generated multiple choice examination designed to test the objectives	Current results indicate that students have achieved the goal.	73% of the students were able to achieve the goal. Of that 30% of the students were obtaining a grade of B or better.	We find that student engagement is key to their performing better academically. To continue keeping students engaged, we propose to use web enhanced methods of teaching and content delivery.	<div><div>BU 301 Business Law</div><table><thead><tr><th>Year</th><th>n</th><th>Score</th></tr></thead><tbody><tr><td>2011</td><td>32</td><td>78</td></tr><tr><td>2012</td><td>29</td><td>82</td></tr><tr><td>2013</td><td>29</td><td>85</td></tr></tbody></table></div>	Year	n	Score	2011	32	78	2012	29	82	2013	29	85
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<p>SLO: Students will understand and demonstrate the fundamental concepts of operating systems, spreadsheets, word processing software, and presentation software; and communicate effectively through reading and writing.</p> <p>Goal: Students will complete various assignments to demonstrate proficiency.</p>	A series of hands-on publisher-designed assignments that demonstrate the fundamental components of spreadsheet software. The instruments are direct, formative, external and comparative.	65% of students achieved the objectives.	Understanding and demonstrating the fundamental concepts of spreadsheets is an area where student performance can be improved.	Faculty will provide additional instructional components for this topic. A more detailed assessment instrument will be developed to help identify specific areas in which students are struggling.	<p>BU 500 - Introduction to Microcomputer Applications</p> <table><thead><tr><th>Year</th><th>n</th><th>Score</th></tr></thead><tbody><tr><td>2012</td><td>75</td><td>65</td></tr><tr><td>2013</td><td>75</td><td>70</td></tr><tr><td>2015</td><td>75</td><td>80</td></tr></tbody></table>	Year	n	Score	2012	75	65	2013	75	70	2015	75	80
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<p>SLO: Identify and distinguish among different forms of market surveys and differentiate between various types of samples and sampling methods. Goal: Students will achieve a score of 70 or better.</p>	Direct - Faculty generated multiple choice examination designed to test the objectives	Current results indicate that students have achieved the goal.	There is only one section of this course that is offered. The course meets its objectives for several reasons. First, it utilizes a partially online format which makes it easier for working students to complete all assignments. Second the course is built around collaborative team projects, which require students to solve problems together. Thirdly, even though this is not designated a writing intensive course, students are required to do a lot of writing.	Student performance improved significantly three years ago when the instructor incorporated collaborative team projects. Since then the instructor has experimented with making the projects Service Learning based with a real client. Student performance improved even more because the presence of a real client works as an importance motivator for students. We propose to continue with Service Learning projects.	<p>BU 402 - Marketing Research</p> <table><thead><tr><th>Year</th><th>n</th><th>Score</th></tr></thead><tbody><tr><td>2010</td><td>25</td><td>70</td></tr><tr><td>2013</td><td>24</td><td>72</td></tr><tr><td>2016</td><td>24</td><td>78</td></tr></tbody></table>	Year	n	Score	2010	25	70	2013	24	72	2016	24	78
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<p>SLO: Identify and comprehend fundamental marketing principles.</p> <p>Goal: If students scored 60 or more, they met the objective of the course.</p>	Direct - Faculty generated multiple choice examination designed to test the objectives	Current results indicate that students have not achieved the goal.	In 2010, 49 out of 63 students (i.e. 78%) of the students met the goal. Subsequently the BU 401 was designated as a Writing Intensive class. The subsequent assessments show that students are performing poorly on the multiple choice assessment quiz, and not meeting the objectives of the course. This is in stark contrast to instructors' impressions of the quality of students' written work.	In a Writing Intensive class, student's writing must be one of the primary concern of the faculty. Given the poor scores on the assessment quiz, faculty propose to recast writing assignments to focus more clearly on the subject matter. Particular attention need to be given to the area of Strategic Planning and Place (Distribution).	<p>BU 401 - Principles of Marketing</p> <table><thead><tr><th>Year</th><th>n</th><th>Score</th></tr></thead><tbody><tr><td>2010</td><td>63</td><td>68</td></tr><tr><td>2013</td><td>149</td><td>60</td></tr><tr><td>2016</td><td>68</td><td>60</td></tr></tbody></table>	Year	n	Score	2010	63	68	2013	149	60	2016	68	60
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SLO: Comprehend functions performed by US financial systems. Goal: Students will achieve a grade of C + or better i.e. a score of 75 or better.	Direct - Faculty generated multiple choice examination designed to test the objectives	Current results indicate that students have achieved the goal.	Some faculty teach BU 701 as a hybrid course and have been able to use a lot of online resources to teach the course - some of which include self directed learning for the students. We feel that the hybrid course delivery method helps students perform better.	Since students have been consistently achieving the goal, we propose to change the goal and also examine if there is a difference in students' performance in hybrid classes vs face-to-face classes.	<div>BU 701 Principles of Finance</div> <table><thead><tr><th>Year</th><th>n</th><th>Score</th></tr></thead><tbody><tr><td>2009</td><td>32</td><td>82</td></tr><tr><td>2011</td><td>53</td><td>79</td></tr><tr><td>2015</td><td>76</td><td>85</td></tr></tbody></table>	Year	n	Score	2009	32	82	2011	53	79	2015	76	85
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SLO: Students will demonstrate the techniques of selling such as prospecting, product presentation and demonstration and closing a sale. Goal: Students will score 75 or more.	Direct and Internal- Faculty generated multiple choice examination designed to test the objectives. Further students are required to conduct class presentation and role play.	Current results indicate that students have achieved the goal.	In 20011 and 20014, we found that 70% of the students are able to identify key selling terms and concepts and have the ability to understand the techniques for a successful close. However their ability to handle and overcome objections needs improvement. It was decided that more focus will be placed to cover this topic. In 2016, we find that 82% of the students met the goal.	No changes need to be made at this time.	<div>BU 403 - Elements of Salesmanship</div> <table><thead><tr><th>Year</th><th>n</th><th>Score</th></tr></thead><tbody><tr><td>2011</td><td>19</td><td>72</td></tr><tr><td>2014</td><td>16</td><td>78</td></tr><tr><td>2016</td><td>17</td><td>82</td></tr></tbody></table>	Year	n	Score	2011	19	72	2014	16	78	2016	17	82
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SLO: Students will demonstrate comprehension of advertising terms and concepts. They will identify and distinguish between different form of media. Goal: Students will score 70 or better.	Direct and Internal- Faculty generated multiple choice examination designed to test the objectives. Further students were asked to define the role and charateristics of an Account Excecutive.	Current results indicate that students have achieved the goal.	90% of the students were able to meet the course objectives.	No changes need to be made at this time.	<div>BU 404 - Elements of Advertising</div> <table><thead><tr><th>Year</th><th>n</th><th>Score</th></tr></thead><tbody><tr><td>2010</td><td>12</td><td>68</td></tr><tr><td>2013</td><td>16</td><td>75</td></tr><tr><td>2016</td><td>19</td><td>82</td></tr></tbody></table>	Year	n	Score	2010	12	68	2013	16	75	2016	19	82
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SLO: Students will identify forms of retailing organizations. They will analyze consumer behaviour and demonstrate knowledge of merchandise management and pricing. Goal: Students will score 75 or better.	Direct - Faculty generated multiple choice examination designed to test the objectives	Current results indicate that students have achieved the goal.	87% of the students have met the goal.	No changes need to be made at this time. However, faculty propose to group projects and e-taing assignments.	<div>BU 405 - Elements of Retailing</div> <table><thead><tr><th>Year</th><th>n</th><th>Score</th></tr></thead><tbody><tr><td>2010</td><td>16</td><td>75</td></tr><tr><td>2013</td><td>32</td><td>85</td></tr><tr><td>2016</td><td>28</td><td>88</td></tr></tbody></table>	Year	n	Score	2010	16	75	2013	32	85	2016	28	88
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