

Business Administration PLOs 2016-2017



Acad Program - Business Administration

Unit Assessment Coordinator: David Shankle

Mission: The mission of the Business Administration program is to offer students a well-rounded business education that will prepare them for entry-level administrative or supervisory positions, or to help further their education.

<i>Program Learning Outcomes</i>	<i>Assessment Methods</i>	<i>Assessment Results</i>	<i>Action Taken (Use of Results)</i>
<p>PLO #1 - Upon completing this program, students will be able to demonstrate strategic planning. Outcome Status: Active/Ongoing Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019 Start Date: 07/01/2016</p>	<p>Rubric - All Business Administration students will complete a comprehensive business plan in BUSI 1030 Introduction to Business. Criterion: 50% of the students in BUSI 1030 will score a 70 or better on the business plan assignment based on the grading rubric.</p>	<p>Reporting Period: 2016 - 2017 EoY Result Type: Criterion Not Met 30/42 (71%) of students successfully scored a 70 or better on the business plan. (06/28/2017) Analysis: While the criterion was not met, it was very close.</p>	<p>Action Taken (Use of Results): We will wait another assessment cycle to see if the results are higher for '17-'18. (06/28/2017)</p>
	<p>Rubric - All Business Administration majors will complete a Marketing Plan in BUSI 2320 Principles of Marketing. Criterion: 70% of the Business Administration students will successfully complete the Marketing Plan with a score of 70 or better on the Marketing Plan Rubric. Related Documents: BUSI 2320 Rubric.docx</p>	<p>Reporting Period: 2016 - 2017 EoY Result Type: Criterion Not Met 15/31 (48%) of the Business Administration majors in BUSI 2320 Principles of Marketing successfully completed the Marketing Plan with a score of 70 or better. (06/16/2017) Analysis: While the results were not met, this is the first year BUSI 2320 was taught since the AAS in Business Administration is a new degree. We will continue to monitor this course and determine if changes need to be made at a later date. Related Documents: BUSI 2320 Rubric.docx</p>	<p>Action Taken (Use of Results): We will continue to monitor this course and determine if changes need to be made after another year of data is collected. (06/16/2017)</p>
<p>PLO #2 - Upon completing this program, students will be able to demonstrate proficiency in business communication.</p>	<p>Rubric - All Business Administration students will give a presentation in BUSI 2300 Business Communications.</p>	<p>Reporting Period: 2016 - 2017 EoY Result Type: Criterion Met 43/56 (77%) of students scored a 70 or better on the presentation. (06/28/2017)</p>	<p>Action Taken (Use of Results): No changes needed at this time. (06/28/2017)</p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
<p>Outcome Status: Active/Ongoing Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019 Start Date: 07/01/2016</p>	<p>Criterion: 70% of the Business Administration students will successfully complete the presentation with a score of 70 or better on the Presentation Rubric.</p> <p>Rubric - All Business Administration students will complete a Professional E-mail Project in BUSI 2300 Business Communications.</p> <p>Criterion: 70% of the Business Administration students will successfully complete the project with a grade of 70 or better on the E-mail Rubric.</p> <p>Related Documents: E-mail rubric.docx</p>	<p>Analysis: The criterion was met.</p> <p>Reporting Period: 2016 - 2017 EoY Result Type: Criterion Met 45/56 (80%) of students scored a 70 or better of the e-mail. (06/28/2017)</p> <p>Analysis: The criterion was met.</p>	<p>Action Taken (Use of Results): No changes needed at this time. (06/28/2017)</p>
<p>PLO #3 - Upon completing this program, students will demonstrate an understanding of ethical principles.</p> <p>Outcome Status: Active/Ongoing Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019 Start Date: 07/01/2016</p>	<p>Demonstration - Students will successfully complete a Career Portfolio in BUSI 2300.</p> <p>Criterion: 70% of the students in BUSI 2300 will score a 70 or better on the Career Portfolio in BUSI 2300.</p>	<p>Reporting Period: 2016 - 2017 EoY Result Type: Criterion Met 10/14 (71%) of students scored a 70 or better on the case study. (06/28/2017)</p> <p>Analysis: The criterion was met.</p>	<p>Action Taken (Use of Results): No changes needed at this time. (06/28/2017)</p>
<p>PLO #3 - Upon completing this program, students will demonstrate an understanding of ethical principles.</p> <p>Outcome Status: Active/Ongoing Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019 Start Date: 07/01/2016</p>	<p>Demonstration - All Business Administration students will complete an Ethics Case Study in BUSI 2330 Business Ethics.</p> <p>Criterion: 70% of Business Administration Students will successfully complete the Ethics Case Study with score a 70 or better.</p> <p>Related Documents: BUSI 2330 Rubric.docx</p> <p>Demonstration - All Business Administration students will complete an ethics case study in BU 2310 Principles of Management.</p> <p>Criterion: 60% of the Business Administration students will</p>	<p>Reporting Period: 2016 - 2017 EoY Result Type: Criterion Not Met 12/22 (55%) of students scored a 70 or better on the case study. (06/28/2017)</p> <p>Analysis: While the criterion was not met, this was the first</p>	<p>Action Taken (Use of Results): We will wait one more assessment cycle to see if results improve. (06/28/2017)</p>

<i>Program Learning Outcomes</i>	<i>Assessment Methods</i>	<i>Assessment Results</i>	<i>Action Taken (Use of Results)</i>
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	successfully complete the ethics case study with a score of 70 or better.	year to assess the case study.	
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