

# Business Administration PLOs 2017-2018



## 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><b>PLO #1</b> - Upon completing this program, students will be able to demonstrate strategic planning.  <b>Outcome Status:</b> Active/Ongoing  <b>Assessment Year:</b> 2016 - 2017, 2017 - 2018, 2018 - 2019  <b>Start Date:</b> 07/01/2016</p>	<p><b>Rubric</b> - All Business Administration students will complete a comprehensive business plan in BUSI 1030 Introduction to Business.  <b>Criterion:</b> 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><b>Reporting Period:</b> 2017 - 2018 EoY  <b>Result Type:</b> Criterion Met                      29/81 (36%) of students in BUSI 1030 successfully scored a 70 or better on the Business Plan. (05/23/2018)  <b>Analysis:</b> The criterion was not met.</p>	<p><b>Action Taken (Use of Results):</b>                      Upon further analysis, the criterion is likely set a little too high. There are a number of dual enrollment students reflected in the raw data, and they were largely unsuccessful. For 2018-2019, the criterion will be set at 50% will score a 70 or better. (05/23/2018)</p>
	<p><b>Rubric</b> - All Business Administration majors will complete a Marketing Plan in BUSI 2320 Principles of Marketing.  <b>Criterion:</b> 70% of the Business Administration students will successfully complete the Marketing Plan with a score of 70 or better on the Marketing Plan Rubric.  <b>Related Documents:</b>  <a href="#">BUSI 2320 Rubric.docx</a></p>	<p><b>Reporting Period:</b> 2017 - 2018 EoY  <b>Result Type:</b> Criterion Not Met                      18/38 (47%) of students in BUSI 2320 successfully scored a 70 or better on the Marketing Plan Rubric. (05/17/2018)  <b>Analysis:</b> For the second year, the criterion was not met.  <b>Related Documents:</b>  <a href="#">BUSI 2320 Rubric.docx</a></p>	<p><b>Action Taken (Use of Results):</b>                      The criterion will be lowered to 50% for 2018-2019. The Instructor also plans on administering a short survey to gather feedback from students on how to make the course more engaging. (05/17/2018)</p>
<p><b>PLO #2</b> - Upon completing this program, students will be able to demonstrate proficiency in business</p>	<p><b>Rubric</b> - All Business Administration students will give a presentation in BUSI 2300 Business</p>	<p><b>Reporting Period:</b> 2017 - 2018 EoY  <b>Result Type:</b> Criterion Met                      15/20 (75%) of students in BUSI 2300 scored a 70 or higher</p>	<p><b>Action Taken (Use of Results):</b>                      While the criterion was met, most of the MindTap Assignments will</p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
<p>communication.  <b>Outcome Status:</b> Active/Ongoing  <b>Assessment Year:</b> 2016 - 2017, 2017 - 2018, 2018 - 2019  <b>Start Date:</b> 07/01/2016</p>	<p>Communications.  <b>Criterion:</b> 70% of the Business Administration students will successfully complete the presentation with a score of 70 or better on the Presentation Rubric.   <b>Rubric</b> - All Business Administration students will complete a Professional E-mail Project in BUSI 2300 Business Communications.  <b>Criterion:</b> 70% of the Business Administration students will successfully complete the project with a grade of 70 or better on the E-mail Rubric.   <b>Related Documents:</b>  <a href="#">E-mail rubric.docx</a></p>	<p>on the presentation. (05/18/2018)  <b>Analysis:</b> The criterion was met.  <b>Related Documents:</b>  <a href="#">Podcast-Rubrics.pdf</a>   <b>Reporting Period:</b> 2017 - 2018 EoY  <b>Result Type:</b> Criterion Met  24/32 (75%) of students in BUSI 2300 scored a 70 or better on the E-mail Rubric. (05/18/2018)  <b>Analysis:</b> The criterion was met.  <b>Related Documents:</b>  <a href="#">E-mail rubric.docx</a></p>	<p>be removed from the course. (05/23/2018)   <b>Action Taken (Use of Results):</b>  While the criterion was met, most of the MindTap assignments will be removed from the course. (05/23/2018)</p>
<p><b>PLO #3</b> - Upon completing this program, students will demonstrate an understanding of ethical principles.  <b>Outcome Status:</b> Active/Ongoing  <b>Assessment Year:</b> 2016 - 2017, 2017 - 2018, 2018 - 2019  <b>Start Date:</b> 07/01/2016</p>	<p><b>Demonstration</b> - All Business Administration students will complete an Ethics Case Study in BUSI 2330 Business Ethics.  <b>Criterion:</b> 70% of Business Administration Students will successfully complete the Ethics Case Study with score a 70 or better.   <b>Related Documents:</b>  <a href="#">BUSI 2330 Rubric.docx</a></p>	<p><b>Reporting Period:</b> 2017 - 2018 EoY  <b>Result Type:</b> Criterion Met  17/24 (71%) of students in BUSI 2330 successfully completed the Ethics Case Study with a score of 70 or better. (05/17/2018)  <b>Analysis:</b> The criterion was met.  <b>Related Documents:</b>  <a href="#">BUSI 2330 Rubric.docx</a></p>	<p><b>Action Taken (Use of Results):</b>  While the criterion was met, the course will be somewhat restructured to improve the flow of the chapters. (05/17/2018)</p>
	<p><b>Demonstration</b> - All Business Administration students will complete an ethics case study in BU 2310 Principles of Management.  <b>Criterion:</b> 60% of the Business</p>	<p><b>Reporting Period:</b> 2017 - 2018 EoY  <b>Result Type:</b> Criterion Not Met  22/37 (59%) of students in BUSI 2310 scored a 70 or better on the Chapter 5 Case Study. (05/23/2018)</p>	<p><b>Action Taken (Use of Results):</b>  After two cycles, it is clear that the criterion is set too high. For 2018-2019, the criterion will be set at</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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Administration students will successfully complete the ethics case study with a score of 70 or better.

**Analysis:** The criterion was not met.

60% will score a 70 or better. (05/23/2018)