

# Assessment: Program Four Column

2019-20 Business Administration



## Acad Program - Business Administration

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**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, 2019 - 2020, 2020 - 2021  <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> 2019 - 2020 EoY  <b>Result Type:</b> Criterion Met                      51/100 (51%) of the students online and 41/75 (55%) of the students on-ground scored a 70 or better on the business plan. (05/20/2020)  <b>Analysis:</b> The criterion was met.</p>	<p><b>Action Taken (Use of Results):</b>                      While the criterion was met, it was still a low percentage. Faculty will work on making the curriculum more engaging next year with hopes of better student success on the business plan. (05/20/2020)</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> 2019 - 2020 EoY  <b>Result Type:</b> Criterion Met                      60/76 (79%) of the students in BUSI 2320 scored a 70 or better on the marketing plan. BUSI 2320 was only offered online this year, so all results were online only. (05/20/2020)  <b>Analysis:</b> The criterion was met.</p>	<p><b>Action Taken (Use of Results):</b> A social media component will be added to the marketing plan, so students will learn a valuable skill in industry. (05/20/2020)</p>
<p><b>PLO #2</b> - Upon completing this program, students will be able to demonstrate proficiency in business communication.  <b>Outcome Status:</b> Active/Ongoing</p>	<p><b>Rubric</b> - All Business Administration students will give a presentation in BUSI 2300 Business Communications.  <b>Criterion:</b> 70% of the Business</p>	<p><b>Reporting Period:</b> 2019 - 2020 EoY  <b>Result Type:</b> Criterion Met                      16/20 (80%) of the students online and 28/39 (72%) of the students on-ground scored a 70 or better on the presentation in BUSI 2300. (05/20/2020)</p>	<p><b>Action Taken (Use of Results):</b>                      Presentations through web-based tools such as Zoom will be introduced to students in the</p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
<p><b>Assessment Year:</b> 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021</p> <p><b>Start Date:</b> 07/01/2016</p>	<p>Administration students will successfully complete the presentation with a score of 70 or better on the Presentation Rubric.</p> <p><b>Demonstration</b> - Students will successfully complete a Career Portfolio in BUSI 2300.</p> <p><b>Criterion:</b> 70% of the students in BUSI 2300 will score a 70 or better on the Career Portfolio in BUSI 2300.</p>	<p><b>Analysis:</b> The criterion was met online and on-ground.</p> <p><b>Reporting Period:</b> 2019 - 2020 EoY</p> <p><b>Result Type:</b> Criterion Met</p> <p>16/20 (80%) of the students online and 28/39 (72%) of the students on-ground scored a 70 or better on the Career Portfolio. (05/19/2020)</p> <p><b>Analysis:</b> The criterion was met online and on-ground.</p>	<p>future. (05/20/2020)</p> <p><b>Action Taken (Use of Results):</b> Some minor modifications will be made to the on-ground portfolio to incorporate more real-world experience for the students. (05/19/2020)</p>
<p><b>PLO #3</b> - Upon completing this program, students will demonstrate an understanding of ethical principles.</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Assessment Year:</b> 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021</p> <p><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.</p> <p><b>Criterion:</b> 70% of Business Administration Students will successfully complete the Ethics Case Study with score a 70 or better.</p> <p><b>Related Documents:</b> <a href="#">BUSI 2330 Rubric.docx</a></p>	<p><b>Reporting Period:</b> 2019 - 2020 EoY</p> <p><b>Result Type:</b> Criterion Met</p> <p>45/53 (85%) of the students online and 16/20 (80%) of the students on-ground scored a 70 or better on the Ethics Case Study. (05/19/2020)</p> <p><b>Analysis:</b> The criterion was met.</p>	<p><b>Action Taken (Use of Results):</b> This is one area where the results were very similar online and on-ground. There will be no changes made at this time. (05/19/2020)</p>
<p><b>PLO #4 Hospitality Management</b> - Upon completing the Hospitality Concentration, students will demonstrate an understanding of good customer service.</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Assessment Year:</b> 2019 - 2020, 2020 - 2021</p> <p><b>Start Date:</b> 07/01/2019</p>	<p><b>Demonstration</b> - All Business Administration students will complete an ethics case study in BU 2310 Principles of Management.</p> <p><b>Criterion:</b> 60% of the Business Administration students will successfully complete the ethics case study with a score of 70 or better.</p>	<p><b>Reporting Period:</b> 2019 - 2020 EoY</p> <p><b>Result Type:</b> Criterion Met</p> <p>64/84 (76%) of the students online and 17/26 (65%) of the students on-ground scored a 70 or better on the ethics case study in BUSI 2310. (05/20/2020)</p> <p><b>Analysis:</b> The criterion was met online and on-ground.</p>	<p><b>Action Taken (Use of Results):</b> More emphasis will be placed on the case study on-ground as students seemed to perform better online. (05/20/2020)</p>
<p><b>PLO #4 Hospitality Management</b> - Upon completing the Hospitality Concentration, students will demonstrate an understanding of good customer service.</p> <p><b>Outcome Status:</b> Active/Ongoing</p> <p><b>Assessment Year:</b> 2019 - 2020, 2020 - 2021</p> <p><b>Start Date:</b> 07/01/2019</p>	<p><b>Licensing Exams</b> - Students will OADM 1000 Customer Service will take a customer service certification exam.</p> <p><b>Criterion:</b> 70% of the students in OADM 1000 will successfully pass a customer service certification exam.</p> <p><b>Demonstration</b> - Students in HOSP</p>	<p><b>Reporting Period:</b> 2019 - 2020 EoY</p> <p><b>Result Type:</b> Criterion Met</p> <p>24/34 (70%) of the students successfully passed the certification exam. OADM 1000 was only offered online this year, so all the results are online only. (05/19/2020)</p> <p><b>Analysis:</b> The criterion was just met.</p> <p><b>Reporting Period:</b> 2019 - 2020 EoY</p>	<p><b>Action Taken (Use of Results):</b> This was the first year for this PLO, and we will continue to monitor and make adjustments as needed. (05/19/2020)</p> <p><b>Action Taken (Use of Results):</b></p>

<i>Program Learning Outcomes</i>	<i>Assessment Methods</i>	<i>Assessment Results</i>	<i>Action Taken (Use of Results)</i>
	<p>1000 Hospitality Management will submit a customer service journal.  <b>Criterion:</b> 70% of the students in HOSP 1000 will score a 70 or better on their customer service journal.</p>	<p><b>Result Type:</b> Criterion Not Met  17/25 (68%) of the students scored a 70 or better on the customer service journal. HOSP 1000 was only offered online this year, so all results are online. (05/19/2020)  <b>Analysis:</b> While the criterion was not met, this was the first year for this PLO and baselines are still being established.</p>	<p>This was the first year that HOSP 1000 was offered, since the Hospitality Management concentration is relatively new. More student interaction online will be emphasized in the future. We are still learning what the appropriate baseline measures are for this assessment. (05/19/2020)</p>