

# Business Administration PLOs 2020-21



## 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, 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> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met                      82% of the students in BUSI 1030 scored a 70 or better on the business plan assignment based on the grading rubric. (06/01/2021)  <b>Analysis:</b> Instructors - Alderette, Wright, Abel</p>	<p><b>Action Taken (Use of Results):</b>                      The criterion was met; however, the criterion should be updated. (06/30/2021)</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> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met                      80% of Business Administration students successfully completed the marketing plan with a score of 70 or better on the marketing plan rubric. (06/01/2021)  <b>Analysis:</b> Hoffpauir, Taylor</p>	<p><b>Action Taken (Use of Results):</b>                      Students are now using a digital simulation to create their marketing plans. (06/30/2021)</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  <b>Assessment Year:</b> 2016 - 2017, 2017 -</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> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met                      88% of the business administration students successfully completed the presentation with a score of 70 or better on the presentation rubric. (06/01/2021)</p>	<p><b>Action Taken (Use of Results):</b>                      Presentations will continue to be taught to Business Administration students. This is a necessary skill in the workplace. (06/30/2021)</p>

Program Learning Outcomes	Assessment Methods	Assessment Results	Action Taken (Use of Results)
<p>2018, 2018 - 2019, 2019 - 2020, 2020 - 2021  <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> Abel, Taylor</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, 2019 - 2020, 2020 - 2021  <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.</p> <p><b>Related Documents:</b>  <a href="#">BUSI 2330 Rubric.docx</a></p>	<p><b>Reporting Period:</b> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met  76% of the business administration students successfully completed the ethics case study with a score of 70 or better. (06/01/2021)  <b>Analysis:</b> Alderette, Abel</p>	<p><b>Action Taken (Use of Results):</b>  Although the criterion was met, adjustments should be made for students to have a better understanding of the ethics case study. (06/30/2021)</p>
<p><b>PLO #4 Hospitality Management</b> - Upon completing the Hospitality Concentration, students will demonstrate an understanding of good customer service.  <b>Outcome Status:</b> Active/Ongoing  <b>Assessment Year:</b> 2019 - 2020, 2020 - 2021  <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.  <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> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met  81% of the business administration students successfully completed the ethics case study with a score of 70 or better. (06/01/2021)  <b>Analysis:</b> Alderette, Taylor</p>	
<p><b>PLO #4 Hospitality Management</b> - Upon completing the Hospitality Concentration, students will demonstrate an understanding of good customer service.  <b>Outcome Status:</b> Active/Ongoing  <b>Assessment Year:</b> 2019 - 2020, 2020 - 2021  <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.  <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> 2020 - 2021 EoY  <b>Result Type:</b> Criterion Met  73% of the students in OADM 1000 successfully completed the customer service certification exam. (06/01/2021)  <b>Analysis:</b> Sonnier, W.</p> <p><b>Reporting Period:</b> 2020 - 2021 EoY</p>	<p><b>Action Taken (Use of Results):</b>  The criterion was met, but the percentage should be higher. This course was moved to an instructor who is a hospitality management professional for the next academic year. (06/30/2021)</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.</p> <p><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</p> <p>50% of the students in HOSP 1000 scored 70 or better on the customer service journal. (06/01/2021)</p> <p><b>Analysis:</b> Haley</p>	<p>The criterion was not met; therefore, changes need to be made to this assignment. (06/30/2021)</p>