

Program Level Assessment Plan

Business Management Mission Statement

The mission of Eastern's Business Management program is to provide students with a basic knowledge of the business organization and procedures. The program is designed for persons who are seeking full-time employment in an entry-level management position. This program applies business and management concepts and provides hands-on technological applications to accounting, economics, finance, management, and marketing.

In keeping with the institution's mission, vision and goals, the Business Management Associate in Applied Science Degree Program meets the expressed needs of the District's businesses. Graduates of the program are prepared to enter management positions.

The Business Management, A.A.S. program provides students with an opportunity to develop their technical and interpersonal skills. Students in this program complete a general education core in communication, computer literacy, math, science and social science. In addition, the degree includes a technical core of courses in business, accounting, microeconomics, macroeconomics, business finance, principles of management and principles of marketing.

Business Management students participate in hands-on training through a variety of experiences including an internship or capstone project.

Business Management Program Outcomes

- Demonstrate a basic knowledge of business organization and procedures
- Demonstrate basic knowledge of business tools including computers and other communications equipment
- Demonstrate a broad understanding of the global economy and its impact on business management
- Demonstrate understanding of basic accounting principles and practices.
- Demonstrate understanding of basic management functions
- Demonstrate understanding of basic business legal and ethical principles
- Demonstrate knowledge in general education
- Demonstrate effective skills in communication, problem-solving, and decision making

Assessment of Business Management Program Goals and Course Outcomes Program Level Assessment (AAS Business Management)

The assessment of the AAS degree in Business Management will follow assessment instruments and standards to discern student academic achievement and course effectiveness in meeting the degree goals and course outcomes.

- Completion Rate/Course Level: At least 75% of students enrolling in the degree program will successfully complete the course(s). This will be determined after registration each semester

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based on enrollment numbers. At least 75% of the students will demonstrate mastery of the course outcomes by earning at least a 70% average in each course through a variety of classroom assessments.

- Drop Rate: The drop rate for the AAS degree in Business Management will be tracked. The drop rate will not exceed 40%.
- Course-level effectiveness: Course outcomes for all of Business Management courses will be assessed. At least half of the outcomes from each course will be assessed. Assessment questions linked to course learning outcomes will be included in the tests, assignments, projects, homework and exams.
- Persistence Rate: Students in the AAS degree in Business Management will be tracked throughout their respective program to determine persistence through program completion.
- Graduation Rate: At least 70% of students enrolling in the AAS degree in Business Management will successfully complete the respective program within a reasonable time based on full-time enrolment.
- Implementation. This will be measured by the number of students obtaining the AAS degree.
- Syllabus Analysis: Syllabus analysis will be conducted on an annual basis to assure consistency of outcomes with Master Course Record Forms and among sections of specific courses.
- Transcript Analysis: Transcript analysis will be conducted as triggered by deficiencies in course level assessment activities.
- Advisory Committee Review: Annual advisory committee review will provide qualitative evaluation of program effectiveness in meeting regional business and industry needs.
- Student Course Evaluation: Course evaluation surveys will be used as indirect assessment measures of student success and satisfaction.
- Graduate Placement Rate: Tracking of students completing the AAS degree will be done by a survey to determine the number of graduates obtaining employment in their field of study. The survey will include questions to collect data on location, salary, job preparedness, and reasons why graduates are not working in their field if applicable.
- Assessment of the Internship: The internship providers' evaluation of the interns will be assessed on annual basis.

Data Collection

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Multiple methods will be used to collect appropriate data to assess student learning and success. Primary data will be analyzed to determine course level effectiveness. A secondary analysis of student records will be conducted to track student success, engagement and goal attainment. Student records selected for the secondary analysis include enrollment patterns in the program, course grades, drop rates, and certificate, or job attainment.

Target outcomes will be identified for evaluation over a five-year cycle. Standard exam questions will be administered across multiple sections of target courses.

A secondary analysis of course evaluation will be conducted to address students' perceptions of success and satisfaction. Self-reports will provide a qualitative perspective of the students' "lived experience" in targeted program courses.

Data Analysis and Recommendations

The Division Chair for Business Management, Computer and Information Technology and the business faculty will prepare an annual assessment report and recommendations. These reports will be provided to the Dean for Teaching and Learning, Assessment Committee and the Learner Outcomes Team (LOT). Reports will address the student outcomes, methods of assessment, results of assessment activities and recommendations.

The Division Chair will analyze the capstone project report and the internship utilizing the scoring rubric and data collected from primary and secondary source on an annual basis. Calculations will be prepared as defined in the assessment section. Scores falling below the minimum performance standard will serve as the trigger for further evaluation or course revision depending upon the sample size, and historical patterns. Analysis may also serve as the trigger for implementation or modification of student support services.

Assessment reports will be shared with the business faculty. The faculty and the advisory committee will be convened to determine need for programmatic change or course revision.

Effectiveness of Assessment Plan

Additional methods of assessment will be added to determine student success and effectiveness of the curriculum. The Six Fundamental Question for Conversations on Student Learning will serve as prompts for dialog in utilization of assessment data for improvement of student learning. As trends in student academic achievement are monitored, need for additional assessment activities or change in focus will become evident by applicability of results in curriculum revision.

The Higher Learning Commission (HLC) identifies six fundamental questions to guide discussions for the review of assessment in support of student learning:

1. How are your stated student learning outcomes appropriate to your mission, programs, degrees, and students?
2. What evidence do you have that students achieve your stated learning outcomes?
3. In what ways do you analyze and use evidence of student learning?
4. How do you ensure shared responsibility for student learning and for assessment of student learning?

5. How do you evaluate and improve the effectiveness of your efforts to assess and improve student learning?

6. In what ways do you inform the public and other stakeholders about what students are learning---and how well?

Business Management - AAS

	BUS 203	BUS 204	BUS 208	BUS 210	BUS 215	FIN 225	FIN 226	FIN 231	MGT 251	
Demonstrate a basic knowledge of business organization and procedures		x	x	x	x	x	x	x	x	
Demonstrate effective skills in communication, problem-solving, and decision making	x		x	x				x	x	
Demonstrate basic knowledge of business tools including computers and other communication equipment		x								

	ACC 230	ACC 235	ACC 240	CIS 111	CIS 114	CIS 117	CIS 119	CIS 121	CIS 124	CIS 133
Demonstrate a basic knowledge of business organization and procedures	x									
Demonstrate effective skills in communication, problem-solving, and decision making		x					x			
Demonstrate basic knowledge of business tools including computers and other communication equipment			x	x	x	x	x	x	x	x

	BUS 110	BUS 227	TRT 100	TRT 201	TRT 202	MKT 260				
Demonstrate a basic knowledge of business organization and procedures	x	x	x	x	x	x				

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Demonstrate effective skills in communication, problem-solving, and decision making		x					x			
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	ACC 120	ACC 121	BUS 101	BUS 206	ECN 201	ECN 202		MGT 250	BUS 276	BUS 278
Demonstrate a broad understanding of the global economy and its impact on business management					x	x			x	
Demonstrate understanding of basic accounting principles and practices	x	x							x	x
Demonstrate understanding of basic management functions								x	x	x
Demonstrate understanding of basic business legal and ethical principles				x					x	x
Demonstrate a basic knowledge of business organization and procedures			x						x	x

	ENL 101	ENL 102	CIS 114	MTH	Social Science	Science	SSC 147			
Demonstrate knowledge in General Education	x	x	x	x	x	x	x			

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