

Assessment: Annual Report



Program (BUS) - Retail Management CRT

Unit Mission: The mission of the certificate of achievement program in Retail Management is to provide students with an introduction to the field of retail management and to prepare the student for entry level positions in the field, or for students to continue their education at the associate level in business related areas as GBC.

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p>Analyze the challenges - Analyze the challenges prevalent in the retail industry.</p> <p>Outcome Status: Active</p> <p>Frequency of Assessment: 2015-2016</p> <p>Start Date: 09/07/2015</p>	<p>Exam - Students will be graded upon various aspects of the retail industry.</p> <p>Criterion: Average scores of 70% or higher on final exam in MKT 127 Retail Marketing</p>	<p>Reporting Period: 2015-2016</p> <p>Criterion Met: Yes</p> <p>Results from Spring 2016 were an average score of 76.26% on the final exam for MKT 127-Retail Marketing (06/14/2016)</p>	
	<p>Survey - The outcome will be measured and assessed indirectly by way of a "Pre-Post Questionnaire" given to each student in his or her first semester and in the last semester of his or her program. Differences in the scores of these beginning students and the graduating students will then be analyzed on an ongoing basis.</p> <p>Criterion: No specific quantitative criterion is specified at this time. However, we expect to see a difference in the self-declared levels of learning declared by the students from the start of their program to the end of their program.</p>	<p>Reporting Period: 2015-2016</p> <p>Criterion Met: N/A</p> <p>No Students participated for this program. (06/14/2016)</p>	<p>Action: The business department will continue to make the questionnaire available to students for ongoing analysis. (06/14/2016)</p>
<p>Apply a sense of the scope of the retail manager's job - Apply a sense of the scope of the retail manager's job and exhibit comprehension of the</p>	<p>Exam - Students will showcase their understanding of retailing and the requirements for successful management.</p>	<p>Reporting Period: 2015-2016</p> <p>Criterion Met: Yes</p> <p>Results from Exam #1 was 78.2% for MGT 283 Intro to Human Resource Management. (06/14/2016)</p>	

Outcomes	Assessment Measures	Results	Actions
<p>basic requirements for success in the future.</p> <p>Outcome Status: Active Frequency of Assessment: 2016-2017 Start Date: 09/05/2016</p>	<p>Criterion: Average scores of 70% or higher on Exam 1 for MGT 283 Intro to Human Resource Management</p> <p>Survey - The outcome will be measured and assessed indirectly by way of a "Pre-Post Questionnaire" given to each student in his or her first semester and in the last semester of his or her program. Differences in the scores of these beginning students and the graduating students will then be analyzed on an ongoing basis.</p> <p>Criterion: No specific quantitative criterion is specified at this time. However, we expect to see a difference in the self-declared levels of learning declared by the students from the start of their program to the end of their program.</p>	<p>Reporting Period: 2015-2016 Criterion Met: N/A No Students participated for this program. (06/14/2016)</p>	<p>Action: The business department will continue to make the questionnaire available to students for ongoing analysis. (06/14/2016)</p>
<p>Demonstrate practical understanding of concepts and techniques - Demonstrate practical understanding of concepts and techniques related to effective management.</p> <p>Outcome Status: Active Frequency of Assessment: 2017-2018 Start Date: 09/04/2017</p>	<p>Exam - Students will be able to demonstrate their understanding of the techniques and concepts related to management.</p> <p>Criterion: Average scores of 70% or higher on Exam #1 for MGT 201 Principles of Management</p> <p>Survey - The outcome will be measured and assessed indirectly by way of a "Pre-Post Questionnaire" given to each student in his or her first semester and in the last semester of his or her program. Differences in the scores of these beginning students and the graduating students will then be analyzed on an ongoing basis.</p> <p>Criterion: No specific quantitative</p>	<p>Reporting Period: 2015-2016 Criterion Met: Yes Results from exam #1 for MGT 201 Principles of Management was 80.2% (06/14/2016)</p> <p>Reporting Period: 2015-2016 Criterion Met: N/A No Students participated for this program. (06/14/2016)</p>	<p>Action: The business department will continue to make the questionnaire available to students for ongoing analysis. (06/14/2016)</p>

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 However, we expect to see a difference in the self-declared levels of learning declared by the students from the start of their program to the end of their program.
Notes: For years 2018-19 and 2019-20, the plan will be reviewed with an eye toward revising the learner outcomes, measurements, and criteria as necessary.