

Assessment: Assessment Plan



Program (BUS) - AAS-General Business Emphasis

Unit Mission: The mission of the associate of applied science degree in general business is to provide students with practical competencies in the field of business as an employee, manager or owner. The academic work will enable them to succeed in the modern business environment as an employee/manager/ owner, or to prepare students to pursue their education at the baccalaureate level at GBC.

Outcome: Management functions

Distinguish management functions of planning, organizing, directing, leading, and controlling.

Outcome Status: Active

Assessment Year: 2016-2017

Start Date: 04/11/2016

Assessment Measures

Assignment - Project - Business Plan assignment from MGT 103

Students will prepare a business plan for a business they are interested in, that would be presented to possible investors for financing or investment. The business may be real or one that you make up. Be creative and have some fun with it.

(Active)

Criterion: Students who submit a written business plan will score 70% or higher on the assignment.

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. (Active)

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.

Notes: For the year 2019-20, the plan will be reviewed with an eye toward revising the learner outcomes, measurements, and criteria as necessary.

Outcome: Promote and market goods and service

Successfully promote and market goods and service.

Outcome Status: Active

Assessment Year: 2017-2018

Start Date: 09/05/2016

Assessment Measures

Assignment - Project - Starbucks Case Study Case from MKT 210

Focus is on understanding of the environmental, political, legal, and demographics factors involved in strategy development and marketing coffee to the land of tea drinkers, China.

(Active)

Criterion: Students submitting papers on the case will score a 70% or better.

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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.

Assignment - Written - Coke Zero Case, the focus is on understanding of the demographics factors involved in strategy development and marketing of cola products. (Active)

Criterion: Students submitting papers on the case will score a 70% or better.

Outcome: Analyze and solve structured business problems

Critically analyze and solve structured business problems (BUS 102).

Outcome Status: Active

Assessment Year: 2017-2018

Start Date: 09/04/2017

Assessment Measures

Assignment - Project - Students choose between two cases to find solutions to problems business owners face each day. (Active)

Criterion: Students submitting papers on the case will score a 70% or better.

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. (Active)

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.

Outcome: Importance of profitability

Recognize and appreciate the importance of profitability as necessary and worthwhile (ECON 102).

Outcome Status: Active

Assessment Year: 2018-2019

Start Date: 09/07/2015

Assessment Measures

Assignment - Written - Students will be assessed on the Econ 102 Module 10 Assignment which covers all aspects of business profitability. (Active)

Criterion: Average score of 75% or higher by the students completing the assignment.

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. (Active)

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.

