

# Assessment: Annual Report



## 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.

Outcomes	Assessment Measures	Results	Actions
<b>Management functions</b> - Distinguish management functions of planning, organizing, directing, leading, and controlling. <b>Outcome Status:</b> Active <b>Assessment Year:</b> 2016-2017 <b>Start Date:</b> 04/11/2016	<b>Assignment - Project</b> - 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.  <b>Criterion:</b> Students who submit a written business plan will score 70% or higher on the assignment.	<b>Reporting Period:</b> 2016-2017 <b>Criterion Met:</b> Yes The Fall 2016 Students who submitted a completed Business Plan scored an 81% (06/19/2017)	<b>Action:</b> We are updating the textbook to a new addition, but this assignment will remain a key part of the class. (06/19/2017)
	<b>Survey</b> - 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. <b>Criterion:</b> No specific quantitative criterion is specified at this time. However, we expect to see a difference in the self-declared levels	<b>Reporting Period:</b> 2016-2017 <b>Criterion Met:</b> No The Fall 2016 Survey showed that the outcome for New Students were 4.4 while the Graduating Students were at 5.0 (06/19/2017)	<b>Action:</b> No changes are planned in this area because both items were met. We plan to continue offering the Business Department Survey in the Fall and Spring Semester each year. We are hoping to see an increase in participation by the students. (06/19/2017)

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	<p>of learning declared by the students from the start of their program to the end of their program.</p> <p><b>Notes:</b> For the year 2019-20, the plan will be reviewed with an eye toward revising the learner outcomes, measurements, and criteria as necessary.</p>		