

Assessment: Program 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: Importance of profitability

Recognize and appreciate the importance of profitability as necessary and worthwhile.

Outcome Status: Active

Assessment Year: 2015-2016

Start Date: 09/07/2015

Assessment Measures

Assignment - Written - 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.

Outcome: Promote and market goods and service

Successfully promote and market goods and service.

Outcome Status: Active

Assessment Year: 2016-2017

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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Outcome: Analyze and solve structured business problems

Critically analyze and solve structured business problems.

Outcome Status: Active

Assessment Year: 2017-2018

Start Date: 09/04/2017

Assessment Measures

Assignment - Project - In BUS 102, students will 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: Management functions

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

Outcome Status: Active

Assessment Year: 2018-2019

Start Date: 09/03/2018

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.
(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.

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Outcome: Understanding business

Understand how business works and identify its limitations and constraints.

Outcome Status: Active

Assessment Year: 2011-2012

Outcome: Relations and communications

Apply effective human relations and communication skills.

Outcome Status: Active

Assessment Year: 2011-2012