

Assessment: Program Assessment Plan



Program (BUS) - Business Administration CRT

Unit Mission: The mission of the certificate of achievement program in general business is to provide students with an introduction to the field of business and preparing the student for the job market in positions related to business, or to prepare students to pursue their education at the associate level in accounting or related business areas at GBC.

Outcome: Human relations

Effectively apply appropriate human relations skills in employment situations.

Outcome Status: Active

Assessment Year: 2015-2016

Start Date: 09/07/2015

Assessment Measures

Assignment - Written - Chapter 7 Case Study in MGT 283

The Case considers the use of data in hiring decisions for more effective understanding and awareness of key employee knowledge and skills needed to function on the job.

(Active)

Criterion: Students will achieve a grade of 70% on the case.

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: Wants and needs of customers

: Determine the wants and needs of customers, and understand how to take action to fill those needs.

Outcome Status: Active

Assessment Year: 2016-2017

Start Date: 09/05/2016

Assessment Measures

Assignment - Project - The Marketing Plan Paper from MGT 103

This assignment includes Market Analysis, Competition, and Marketing Strategy.

(Active)

Criterion: Students who submit the marketing plan will score 70% or higher.

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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: Business ethics

Recognize the importance of ethical perspectives in business decision making.

Outcome Status: Active

Assessment Year: 2017-2018

Start Date: 09/04/2017

Assessment Measures

Assignment - Written - Chapter 15 Case Study in MGT 283

Case focuses on company evaluation of employee performance prior to termination of said employees so decisions are not made haphazardly or hastily. Emphasis on HR discussions with employees to see what issues might prevent them from completing their job as needed.

(Active)

Criterion: Average score for actual student submissions on Case Study exceeds 70%

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: 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.

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.