

Assessment: Program Assessment Plan



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.

Outcome: Analyze the challenges

Analyze the challenges prevalent in the retail industry.

Outcome Status: Active

Assessment Year: 2015-2016

Start Date: 09/07/2015

Assessment Measures

Exam - Final Exam in MKT 127

Students will be graded upon various aspects of the retail industry.

(Active)

Criterion: Average scores of 70% or higher on the exam

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: 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 basic requirements for success in the future.

Outcome Status: Active

Assessment Year: 2016-2017

Start Date: 09/05/2016

Assessment Measures

Exam - MGT 283 Exam #1

Students will showcase their understanding of retailing and the requirements for successful management.

(Active)

Criterion: Average scores of 70% or higher on the exam

Program (BUS) - Retail Management CRT

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: Demonstrate practical understanding of concepts and techniques

Demonstrate practical understanding of concepts and techniques related to effective management.

Outcome Status: Active

Assessment Year: 2017-2018

Start Date: 09/04/2017

Assessment Measures

Exam - MGT 201 Exam #1

Students will be able to demonstrate their understanding of the techniques and concepts related to management. (Active)

Criterion: Average scores of 70% or higher on the exam

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 years 2018-19 and 2019-20, the plan will be reviewed with an eye toward revising the learner outcomes, measurements, and criteria as necessary.