

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.

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
Importance of profitability - Recognize and appreciate the importance of profitability as necessary and worthwhile. Outcome Status: Active Frequency of Assessment: 2015-2016 Start Date: 09/07/2015	Assignment - Written - Econ 102 Module 10 Assignment, which covers all aspects of business profitability. Criterion: Average score of 75% or higher by the students completing the assignment.	Reporting Period: 2015-2016 Criterion Met: Yes The average score of students taking the exam was a 78% Yes, the students who submitted papers did well. (06/13/2016)	
Promote and market goods and service - Successfully promote and market goods and service. Outcome Status: Active Frequency of Assessment: 2016-2017 Start Date: 09/05/2016	Assignment - Written - Coke Zero Case, the focus is on understanding of the demographics factors involved in strategy development and marketing of cola products. Criterion: Students submitting papers on the case will score a 70% or better.	Reporting Period: 2015-2016 Criterion Met: Yes The students who submission their work scored on average 87%.. Yes, the students who submitted papers did well. (06/13/2016)	Action: This case was changed due to the Coke Zero Case due to the fact that the Starbucks case previously used was readily available online and many students copied papers from the internet. (06/13/2016)
Analyze and solve structured business problems - Critically analyze and solve structured business problems. Outcome Status: Active Frequency of Assessment: 2017-2018 Start Date: 09/04/2017	Assignment - Project - In BUS 102, students will choose between two cases to find solutions to problems business owners face each day. Criterion: Students submitting papers on the case will score a 70% or better.	Reporting Period: 2015-2016 Criterion Met: Yes Class average score on the assignment was 79.5% Of the students submitting the paper the average score was 86% Yes, the students who submitted papers did well. (06/13/2016)	Action: I changed the textbook for Fall 2016. The cases offered will be different but the Outcome #3 will remain. (06/13/2016)
	Survey - The outcome will be measured and assessed indirectly by	Reporting Period: 2015-2016 Criterion Met: Yes	Action: We will continue the efforts of asking the students to

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	<p>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.</p> <p>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.</p>	<p>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.</p> <p>Criterion Met: Yes, We offered the survey in the Spring 2016, two new students and three graduating students took the survey. On a scale of 1-5 the new students ranked us a 3.9 and the graduating students ranked us a 4.3. This proves the hypothesis listed above. (06/13/2016)</p>	<p>take the survey each semester to gather data. (06/13/2016)</p>