

Assessment: Annual Report



Program (BUS) - General Business 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.

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p>Human relations - Effectively apply appropriate human relations skills in employment situations. Outcome Status: Active Frequency of Assessment: 2015-2016 Start Date: 09/07/2015</p>	<p>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.</p> <p>Criterion: Average score of 70% or higher by the students completing the assignment.</p>	<p>Reporting Period: 2015-2016 Criterion Met: Yes The average score of students completing the assignment was a 80.8% Yes, criterion met. The students who submitted papers did well. (06/14/2016)</p>	
<p>Wants and needs of customers - : Determine the wants and needs of customers, and understand how to take action to fill those needs.</p> <p>Outcome Status: Active Frequency of Assessment: 2016-2017 Start Date: 09/05/2016</p>	<p>Assignment - Project - The Marketing Plan Paper from MGT 103 This assignment includes Market Analysis, Competition, and Marketing Strategy.</p> <p>Criterion: Students submitting a paper on the assignment will score a 70% or better.</p>	<p>Reporting Period: 2015-2016 Criterion Met: Yes Avg. class score on assignment 75.05% Avg of those who submitted the assignment 90.36% Yes, criterion met. The students who submitted papers did well. (06/14/2016)</p>	
<p>Business ethics - Recognize the importance of ethical perspectives in business decision making. Outcome Status: Active Frequency of Assessment: 2017-2018 Start Date: 09/04/2017</p>	<p>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</p>	<p>Reporting Period: 2015-2016 Criterion Met: Yes The average score of the students submitting cases were 82.4% Yes criterion met, the students who submitted papers did well. (06/14/2016)</p>	

Outcomes	Assessment Measures	Results	Actions
	<p>discussions with employees to see what issues might prevent them from completing their job as needed.</p> <p>Criterion: Students submitting papers on the case will score a 70% or better.</p>		
	<p>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.</p> <p>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.</p> <p>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.</p>	<p>Reporting Period: 2015-2016</p> <p>Criterion Met: Yes 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 but no one took the survey this Spring 2016 semester. (06/14/2016)</p>	<p>Action: We will continue the efforts of asking the students to take the survey each semester to gather data. (06/14/2016)</p>