

## Business Studies Degree Programs Outcomes and Assessment

### Enrollment - Falls

Program	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Accounting	381	296	299	220	307
Business & Management	1089	1125	1086	992	918
Business Administration	792	739	739	707	652

### Enrollment – Springs

Program	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Accounting	332	299	275	253	286
Business & Management	1015	1118	1025	923	787
Business Administration	800	731	707	633	609

### Graduates

Program	<b>2013-2014</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>
Accounting	56	52	60	62	64
Business & Management	73	89	98	84	91
Business Administration	117	88	81	88	76

## Placement Reports

Data in this report was obtained from the La. Workforce Commission. Students are reported as being employed if they are employed in Louisiana. Students who obtain employment out of state, are in the military or who are self-employed, are not included.

### Academic Year 15-16 compiled Fall 2017

Program	Number of Graduates	Number Employed	Percentage
Accounting	60	42	70%
Business Administration	81	68	84%
Business & Management	98	71	72.4%

### Academic Year 14-15 compiled Fall 2016

Program	Number of Graduates	Number Employed	Percentage
Accounting	46	34	79.2%
Business Administration	88	65	73.9%
Business & Management	88	68	77.3%

## Transfer Reports

This data is furnished to us by the National Student Clearinghouse(NSC). From the NSC report, sixty five percent of students were found and reported, the remained thirty five percent reported either no response, or were blocked by the school or student. NSC can not provide attendance and completion data for colleges that do not report these data to the Clearinghouse.

### 2015-16 Students Transfer to 4-yr Institutions as of April 2017

Program	Total Enrollment	Transferred	Percent
Accounting	388	53	13.7%
Business Administration	988	145	14.7%
Business & Management	1425	120	8.4 %

### 2014-15 Students Transfer to 4-yr Institutions as of May 2016

Program	Total Enrollment	Transferred	Percent
Accounting	401	68	17%
Business Administration	1498	147	9.8%
Business & Management	1019	155	15.2 %

## Accounting Program Outcomes

### Graduates of the A.A.S in Accounting will be able to:

- Analyze and record financial transactions and properly report financial information in accordance with generally accepted accounting principles
- Identify and apply individual income tax and payroll tax laws
- Demonstrate professional business communication skills – both written and oral
- Master accounting and entry-level business software applications
- Perform accounting functions and applications in both a “manual” and a computerized accounting system

## 17-18 Accounting Assessment Results

<p>Strategic Focus/College Goal</p> <p>(SF# and/or CG#)</p>	<p><b>Desired Outcome &amp; Target/Criterion</b></p> <p><i>(Outcome begins with verb, Target numerically measurable)</i></p>	<p><b>Strategy To Accomplish Desired Outcome</b></p> <p><i>(Use bullets)</i></p>	<p>Budget Link</p> <p><i>(Y or N)</i></p>	<p><b>Assessment Method/ Instrument</b></p>	<p><b>Findings &amp; Use of Results for Improvement</b></p> <p><i>(Use bullets)</i></p>
<p>CG 2</p>	<p><b>A. Desired Outcome #1:</b></p> <ul style="list-style-type: none"> <li>•Students successfully analyze and record financial transactions and properly report financial information in accordance with generally accepted accounting principles</li> </ul> <p><b>Type of Outcome? (Check One):</b>  Operational Outcome ___  Student Learning Outcome <input checked="" type="checkbox"/></p> <p><b>B. Target/Criterion:</b></p> <p>70% of ACCT students who successfully complete ACCT 202 will score 70% or higher on the standardized departmental wide ACCT</p>	<p>Instructors will more strongly emphasize the importance of the accounting cycle. Instructors will also more strongly stress the importance of using the practice problems in preparing for the assessment.</p> <p>Instructors will increase their effort in stressing the time factor and encourage students to practice time management when completing practice cycle problems on their own.</p> <p>Instructors will investigate ways to administer the assessment to online students as well.</p>	<p>N</p>	<p>Students will prepare an accounting cycle problem in ACCT 202.</p>	<p><b>Findings:</b></p> <p>23 out of 25 ACCT majors who completed the course with a C or above passed the assessment 92%</p> <p>Target Met</p> <p><b>B. Use of Results:</b></p> <p>Providing more information to the students about the accounting cycle, (i.e., a more comprehensive review), especially to students that have been out of school for several semesters.</p> <p>Focusing more focusing time on the accounting cycle in ACCT-201. . I believe that this is currently being done and the results of these increased efforts will begin to yield results over the next few semesters.</p> <p>spending more time on the accounting at the beginning of ACCT-202. Although this can be somewhat of a challenge because of the material the is required to</p>

	201 accounting cycle problem.				<p>be covered in ACCT-202, the more prepared students are when they complete ACCT-201 the easier this goal will be to accomplish.</p> <p>We have assessed the accounting cycle for several years. First in ACCT 201 and now in ACCT 202. Next year we will assess something different.</p>
CG 2	<p><b>A. Desired Outcome #2:</b></p> <p>Students will master entry-level business software applications</p> <p><i>Type of Outcome? (Check One):</i>  Operational Outcome ___  Student Learning Outcome <input checked="" type="checkbox"/></p>	<ul style="list-style-type: none"> <li>An assessment instrument for Excel will be developed.</li> </ul>	N	Excel assessment will be given in all sections of BUSG 224	<p><b>A. Findings:</b></p> <p>For <b>Accounting Majors</b>, our results were that <b>93.2%</b> of students who completed the course with a grade of C or higher <b>obtained a grade of 70%</b> or higher on the Excel Mastery Assessment (the Excel Chapter 1 Grader Project). This is above our target of 70% of students. The average grade was 85.2% and forty-four students were in this group.</p> <p>TARGET MET</p>

	<p><b>B. Target/Criterion:</b></p> <p>80% of ACCT students who successfully complete BUSG 224 will obtain a score of 70% or higher on an Excel instrument.</p>				<p><b>B: Use of Results:</b></p> <p>The results are excellent. We will continue for one more year before retiring this, However, this course does not focus on all of the advanced Accounting features in Excel and a new course has been developed for that and added to the Accounting curriculum.</p>	
CG 2	<p><b>A. Desired Outcome #3:</b></p> <ul style="list-style-type: none"> <li>Students will demonstrate proficiency in general business knowledge including economic theory, business law, ethics and management</li> </ul> <p><i>Type of Outcome? (Check One):</i>  Operational Outcome ___  Student Learning Outcome <input checked="" type="checkbox"/></p> <p><b>B. Target/Criterion:</b> 70% of ACCT students who successfully complete ECON 202 will score at least 70% on the</p>	Plan is to continue emphasis on ACCT concepts in ECON 202.	N	Students will take a 20-question assessment in ECON 202 where they will Identify basic economic concepts and apply economic decision-making principles used in Accounting.	<p><b>Findings:</b></p> <p>17 out of 19 or 89% of Accounting Students who completed the Course with a C or above scored 70% or higher on the assessment.</p> <table border="1" style="width: 100%;"> <tr> <td style="text-align: center;">Target Met</td> </tr> </table> <p><b>B: Use of Results:</b> We have been assessing this outcome by assessing students understanding of economic systems since Fall of 2014 with ever improving results. Using the online ancillary content (McGraw-Hill Connect) has been invaluable. Having an Economics Tutor has helped tremendously to improve results. We have been assessing this aspect of the program outcome (economic systems)</p>	Target Met
Target Met						

	questions dealing with economic systems.				for several years so will not be assessing again next year.
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16-17 Assessment Results



CG 2	<p>A. <b>Desired Outcome #1:</b> Ensure students can appropriately record transactions into various journals &amp; ledgers.</p> <p>B. <b>Target/Criterion:</b> 70% of students will score 70% or higher on the standardized departmental wide ACCT 201 accounting cycle problem.</p>	<p>All instructors will spend more time doing manual practice sets with students</p> <p>A flowchart and a detailed outline of the accounting cycle steps were given to all students.</p>	N	Students will prepare an accounting cycle problem.	<p><b>A. Findings:</b></p> <ul style="list-style-type: none"> <li>• 74% of accounting majors who took the assessment and completed the course with a grade of C or better passed the assessment with a score of 70% or better</li> <li>• Most students who were unsuccessful did not adequately prepare for the assessment. Time was a factor for some.</li> </ul> <p><b>Target Met</b></p> <p><b>B. Use of Results:</b></p> <ul style="list-style-type: none"> <li>○ Instructors have met/mailed to discuss implementation of instructional strategies to more strongly emphasize the importance of the accounting cycle.</li> <li>○ the importance of using the practice problems in preparing for the assessment.</li> <li>○ Encouragement of students to practice time management when completing practice cycle problems on their own.</li> <li>○ Investigation of ways to administer the assessment to online students</li> </ul>
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CG 2	<p><b>A. Desired Outcome #2:</b></p> <p>Ensure student ability to use common business software to solve complex business issues and report and display these solutions.</p> <p><b>Type of Outcome?(Check One):</b> Operational Outcome ___ Student Learning OutcomeX</p> <p><b>B. Target/Criterion:</b></p>	<p>The instructors of BUSG 224 will develop an instrument covering a sample of topics covered in the Course Objectives.</p> <p>The instructors of BUSG 224 will administer the instrument to the students during the last week of the Fall and Spring semesters.</p>	N	Student scores	<p><b>A. Findings:</b></p> <p>100% of students taking the assessment obtained a score of 70% or higher with an overall average of the assessment for all students was 83.8%</p> <p>Some instructors did not submit results</p> <p><b>Target Met</b></p> <p><b>B. Use of Results:</b></p> <ul style="list-style-type: none"> <li>Determined that the assessment would have greater value and greater participation if it was narrowed from all course outcomes. New assessment focuses on basic excel skills particularly creating formulas. The assessment vehicle is MyitlabExcel Chapter 1 Grader Project</li> </ul>
	100% of students taking the assessment will obtain a score of 70% or higher on the instrument.				

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CG 2	<p><b><u>Desired Outcome #3:</u></b></p> <p><b>Identify basic economic concepts and apply economic decision-making principles used in ECON 202.</b></p> <p><b><u>Target/Criterion:</u></b>70% of students in ECON 202 classes will correctly answer 70% of the questions dealing with economic systems.</p>	Course content to include economies of scale, fixed costs, variable costs, revenue, accounting profit, economic profit.	N	Students will take a 20question assessment.	<p><b>A. Findings:</b></p> <p>For Accounting majors -81%(17 of 21) scored 70% or higher,2scoring 70%DID NOT Pass with "C",3scoringbelow 70% DID Pass with "C"</p> <p><b>Target Met</b></p> <p><b>B. Use of Results:</b></p> <p>The department will continue the current instructional strategies and assess Accounting majors again in the 16-17 cycle.</p>
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## 15-16 Accounting Assessment Results

<p>CG 2</p>	<p><b>A. <u>Desired Outcome #1:</u></b></p> <ul style="list-style-type: none"> <li>Analyze and record financial transactions and properly report financial information in accordance with generally accepted accounting principles</li> </ul> <p><i>Type of Outcome? (Check One):</i>  Operational Outcome ___  Student Learning Outcome <u>X</u></p> <p><b>B. <u>Target/Criterion:</u></b>  70% of ACCT students who successfully complete ACCT 201 will score 70% or higher on the standardized departmental wide ACCT 201</p>	<p>.</p> <ul style="list-style-type: none"> <li>Instructors will increase their effort in stressing the time factor and encourage students to practice time management when completing practice cycle problems on their own.</li> <li>Instructors will investigate ways to administer the assessment to online students as well.</li> </ul>	<p>N</p>	<p>Students will prepare an accounting cycle problem in ACCT 201.</p>	<p>A. Findings:  Target Met - Yes 16 of the 17 Accounting majors tested who completed the course scored above 70% B. Use of Results:  Having an accounting tutor on staff helped tremendously. Also, it helped to stress the importance of repetitive practice in preparing for the timed assessment.  We have successfully met this goal for 3 years. Our concern is making sure the students retain this knowledge and will now assess the cycle problem in ACCT 202.</p>
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	accounting cycle problem.				
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CG 2	<p><b>A. <u>Desired Outcome #2:</u></b></p> <p>Master accounting and entry-level business software applications</p> <p>Student Learning Outcome <u>X</u></p> <p><b>B. <u>Target/Criterion:</u></b></p> <p>80% of ACCT students who successfully complete BUSG 224 will obtain a score of 70% or higher on an Excel instrument.</p>	An assessment instrument for Excel will be developed.	N	Excel assessment will be given in all sections of BUSG 224	<p><b>A. Findings:</b></p> <p>85% of students taking the assessment obtained a score of 70% or higher with an overall average of the assessment for all students was 83%. The Median grade was 88%. Some instructors did not submit results</p> <p><b>Target Met</b></p> <ul style="list-style-type: none"> <li>• Overall, Accounting students showed mastery of this assignment with only a few outliers. Accounting student results compared favorably with Business Administration students (86% average).</li> </ul> <p>In our research, we found that the necessary pre-reqs for the class had not been entered in the Banner system correctly. Action has been taken by notifying Asst Dean who will follow up on that.</p>
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## Business & Management Program Outcomes

### Business & Management Outcomes

Graduates of the A.A.S in Business & Management will be able to:

- Perform the Management Functions.
- Analyze Business and Financial information for decision making.
- Assess legal and ethical issues in Business situations.
- Perform the functions in the Marketing Mix.
- Use basic business software
- Effectively work in teams
- Apply concepts learned in their program in real-world situations and professional environments

### 15-16 Business & Management Assessment Results

Strategic Focus/College Goal	Desired Outcome & Target/Criterion	Strategy To Accomplish Desired Outcome	Budget Link  (Y or N)	Assessment Method/ Instrument	Findings & Use of Results for Improvement  (Use bullets)
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<p>SF 1-A.3 CG 2</p>	<p>A. <b><u>Desired Outcome #1:</u></b></p> <p>Increase number of students who complete the Business &amp; Management degree.</p> <p>B. <b><u>Target/Criterion:</u></b></p> <p>20% increased completers over previous year.</p>	<p>Increased use of Concentration Advisors</p>	<p>N</p>	<p>Data provided by Institutional Research</p> <p>List of all and sample of concentration sequences</p>	<p>Number of graduates increased from 89 to 98.</p> <p>Target Not Met</p> <p>We had a substantial increase in number of graduates but 20% was never a realistic goal.</p> <p>The college has made improving advising part of its QEP and we have developed a retention committee.</p>
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CG 2	<p><b>A. Desired Outcome#2:</b> Students will be able to perform professionally in a work environment.</p> <p><b>Type of Outcome? (Check One):</b> Operational Outcome _____ Student Learning Outcome <u>X</u></p> <p><b>B. Target/Criterion:</b></p> <p>90% of the BUMG students in BUSG 131 Internship will score a 3 out of 4 or above on a survey completed by employer.</p>	<ul style="list-style-type: none"> <li>• Students will be counseled by Internship Coordinators</li> <li>• Students will be completing assignments on professionalism</li> <li>• Touch base with all faculty to ensure employer surveys</li> <li>• Include all students in assessment this cycle</li> </ul>	N	Standardized survey form	<p><b>A. Findings:</b> • 90% students scored above 90% on the employer survey</p> <p>Need evidence</p> <p><b>Target Met</b></p> <p><b>B. Use of Results:</b></p> <p>Developed new supervisor evaluation form that is more detailed and better aligned with program outcomes</p>
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<p>SG 3 CG 2</p>	<p><b>A. <u>Desired Outcome #3:</u></b></p> <p><b>Identify basic economic concepts and apply economic decisionmaking principles used in ECON 202.</b></p> <p><b>B. <u>Target/Criterion:</u></b></p> <p>70% of students will score 70% or higher on the assessment.</p>	<p>Course content to include scarcity, choice, opportunity cost, marginal analysis, fixed costs, variable costs, revenue, accounting profit, economic profit.</p>	<p>N</p>	<p>Students were given a 20-question assessment.</p>	<p><b>A. Findings:</b></p> <ul style="list-style-type: none"> <li>57% (17 of 30) scored 70% or higher, 1 scoring 70% or higher DID NOT PASS with "C", 3 below 70% DID Pass with "C"</li> </ul> <p>Evidence complete</p> <p><b>Target Not Met</b></p> <p><b>B. Use of Results:</b></p> <ul style="list-style-type: none"> <li>Assessment questions that were most frequently missed were analyzed and revised.</li> </ul>
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16-17 Business & Management Assessment Outcome Results

<p>.3 CG 2</p>	<p>A. <b>Desired Outcome #1:</b></p> <ul style="list-style-type: none"> <li>• Perform the Management Functions.</li> </ul> <p>Student Learning Outcome <u>_x_</u></p>	<p><input type="checkbox"/> Develop assessment tool on Leadership</p>	<p>N</p>	<p>Assessment given in selected sections of MANG 201</p>	<p><b>Findings:</b></p> <ul style="list-style-type: none"> <li>• Number of Bus. And MANG Students who completed MANG 201 course with a C or higher = 39</li> <li>• Number of Bus. And MANG Students who completed MANG 201 Leadership Assessment with a C or higher = 28</li> <li>• % = 72%</li> </ul> <p><b>Target Not Met</b></p> <p><b>Use of Results:</b></p> <ul style="list-style-type: none"> <li>• Review and discussion of various types of leaders and the power concept particularly for the face-toface students.</li> <li>• Discuss with the MANG 201 online instructors a recommendation for how to monitor the students taking the Leadership Assessment in a proctored environment. This will be discussed with the MANG 201 faculty during the Summer 2017 training session.</li> <li>• The Leadership Assessment Tool will be administered to all MANG 201 Principles of Management students. The current assessment of 56 questions will be used as the study guide. The</li> </ul>
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					<p>assessment will be 50 of the 56 questions. This assessment will be valued at 100 points. The</p>
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	<p><b>B. <u>Target/Criterion:</u></b></p> <p>80% of Business &amp; Management students who successfully complete MANG 201 will score 70% or higher on assessment</p>				<p>Leadership Assessment and Study Guide will be shared with the faculty who will be teaching MANG 201 Fall 2017. Six faculty are scheduled to teach 15 sections. They are: Beverly Andry, Simone Stewart Cochran, Brandye Delarge, Joseph Hebert, Mark McLean, and Fran Norwood. A face-to-face training session will be offered during the Summer of 2017 to prepare the Fall 2017 MANG 201 Faculty for the Leadership Assessment process.</p>
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<p>CG 2</p>	<p><b>A. Desired Outcome#2:</b></p> <ul style="list-style-type: none"> <li>Apply concepts learned in their program in realworld situations and professional environments</li> </ul> <p><i>Type of Outcome? (Check One):</i>  Operational Outcome ____  Student Learning Outcome <u>X</u></p> <p><b>B. Target/Criterion:</b></p> <p>90% of the BUMG students who complete the course with a c or above in BUSG 275 Internship will score 80% or higher.</p>	<p><input type="checkbox"/> New supervisor's evaluation form will be developed to cover multiple program outcomes.</p>	<p>N</p>	<p>All supervisors to Business and Management majors BUSG 275 will be given the evaluation form.</p>	<p><b>A. Findings:</b>  23 out of 26 who successfully completed course  88%</p> <p><b>Target Met No</b></p> <p><b>B. Use of Results:</b></p> <p>It was the first time using this survey and one was never returned which skewed results. The faculty members felt that web survey was an excellent idea to capture data from employers to analyze how students are enriching their knowledge with the curriculum. Because most of the Business &amp; Management students did not have internships involving Accounting, there were many NAs. Next year to make sure we can assess that outcome there will be a separate module.</p>
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<p>SG 3 CG 2</p>	<p><b>A. <u>Desired Outcome #3:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Analyze Business and Financial information for decision making.</b></li> </ul> <p><b>B. <u>Target/Criterion:</u></b></p> <p>70% of Business &amp; Management majors who complete the course with a C or above will score 70% or higher on the Accounting Cycle assessment.</p>	<p>☐ The basis for being able to use Financial information is to understand concepts like the Accounting cycle. An assessment for the accounting cycle has been developed and given for ACCT majors in the past and now will be used for Business &amp; Management majors.</p>	<p>N</p>	<p>Cycle problem given in all sections of ACCT 201, data for Business &amp; Management majors will be analyzed.</p>	<p><b>A. <u>Findings:</u></b></p> <p>83% of students met the goal, so the goal was achieved.</p> <p><b>Target Met Yes</b></p> <p><b>B. <u>Use of Results:</u></b></p> <ul style="list-style-type: none"> <li>• Having an accounting tutor on staff helped tremendously. It also helped to stress the importance of repetitive practice in preparing for the timed assessment.</li> <li>• Strongly encourage more students to take advantage of tutoring services. Put more emphasis on the importance of early and repetitive practice in preparing for the timed assessment.</li> <li>• To make sure students are retaining this information, a module has been developed for MANG 275</li> </ul>
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### 17-18 Business & Management Outcome Assessment Results

	Desired Outcome &	Strategy		Assessment Method/ Instrument	Findings &
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Strategic Focus/College Goal  (SF# and/or CG#)	Target/Criterion  <i>(Outcome begins with verb, Target numerically measurable)</i>	To Accomplish Desired Outcome  <i>(Use bullets)</i>	Budget Link  <i>(Y or N)</i>		Use of Results for Improvement  <i>(Use bullets)</i>
A.3  CG 2	<p>A. <b>Desired Outcome #1:</b></p> <ul style="list-style-type: none"> <li>• Perform the appropriate Management Leadership Functions.</li> </ul> <p><b>Type of Outcome? (Check One):</b> Operational Outcome ____ Student Learning Outcome <u>X</u></p>	<ul style="list-style-type: none"> <li>• Review and discussion of various types of leaders and the power concept particularly for the face-to-face students.</li> <li>• Provide a study guide to the students</li> </ul>	N	Leader Assessment results	<p><b>Findings:</b></p> <p>65 out of 80 students completed with a 70% or higher 81%</p> <p>Target Met</p> <p><b>Use of Results:</b></p> <p>The data was analyzed and it was determined that students had the most problems with explaining why companies develop control systems for employees. The lead instructor, Fran Norwood will emphasize with all the other instructors on the importance of covering these concepts fully.</p>



	<p><b>B. Target/Criterion:</b></p> <p>80% of Business &amp; Management students who successfully complete MANG 201 will score 70% or higher on leadership assessment</p>				
CG 2	<p><b>A. Desired Outcome#2:</b></p> <p>Apply concepts learned in their program in real-world situations and professional environments</p> <p><b>Type of Outcome? (Check One):</b>  Operational Outcome ____  Student Learning Outcome <u>X</u></p> <p><b>B. Target/Criterion:</b></p> <p>90% of the BUMG students who complete the course with a C or above in BUSG 275 Internship will score 80% or higher on the supervisor evaluation form.</p>	<ul style="list-style-type: none"> <li>New supervisor's evaluation form will be developed to cover multiple program outcomes.</li> </ul>	N	<p>All supervisors to Business and Management majors BUSG 275 will be given the evaluation form.</p>	<p><b>Findings:</b></p> <p>* According to the data analysis, we have reached our goals with students accomplishing over 90% above or equal to in each category.</p> <p>* Even though 13 students fell below in various categories, majority of the students demonstrated to a diverse pool of employers that the program has prepared them for the corporate environment.</p> <p>TARGET MET</p> <p><b>B. Use of Results:</b></p> <p>An area of weakness was in conflict resolution. Increasing</p>

					instruction with assignment and/or discussion board.
SG 3 CG 2	<p><b>A. Desired Outcome #3:</b></p> <p>Analyze Business and Financial information for decision making.</p> <p><b>Type of Outcome? (Check One):</b> Operational Outcome ____</p> <p>Student Learning Outcome <u>X</u></p> <p><b>B. Target/Criterion:</b></p> <p>70% of Business &amp; Management majors who complete the course with a C or above will score 70% or higher on the Accounting Cycle assessment.</p>	<ul style="list-style-type: none"> <li>Emphasize the Accounting Cycle and how it relates to financial analysis and decision making.</li> </ul>	N	Cycle problem given in all sections of ACCT 202, data for Business & Management majors will be analyzed.	<p><b>A. Findings:</b></p> <p>13 of 15 Business &amp; Management students passed the assessment. 86%</p> <p>Target Met</p> <p><b>B. Use of Results:</b></p> <p>Providing more information to the students about the accounting cycle, (i.e., a more comprehensive review), especially to students that have been out of school for several semesters.</p>

					<p>Focusing more focusing time on the accounting cycle in ACCT-201. . I believe that this is currently being done and the results of these increased efforts will begin to yield results over the next few semesters.</p> <p>spending more time on the accounting at the beginning of ACCT-202. Although this can be somewhat of a challenge because of the material the is required to be covered in ACCT-202, the more prepared students are when they complete ACCT-201 the easier this goal will be to accomplish.</p> <p>We have assessed the accounting cycle for several years. First in ACCT 201 and now in ACCT 202. Next year we will assess something different.</p>
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## Business Administration Program Outcomes

Graduates of the A.S in Business Administration will be able to:

- Perform the Management Functions.
- Analyze Business and Financial information for decision making.
- Analyze Economic Data

- Assess legal and ethical issues in Business situations.
- Perform the functions in the Marketing Mix.
- Use Business Applications Software.
- Effectively work in teams
- Succeed in 3000 and 4000-level Business courses.

## 15-16 Business Administration Assessment Results

<p>SF 1A.5 CG 2</p>	<p><b>A. <u>Desired Outcome #1:</u></b> Ensure student ability to use technology and software applications necessary for career and advanced coursework.</p> <p><b><i>Type of Outcome? (Check One):</i></b> Operational Outcome ____ Student Learning Outcome <u>X</u></p> <p><b>B. <u>Target/Criterion:</u></b>  70% of students will score 70% or higher on the assessment instrument.</p>	<ul style="list-style-type: none"> <li>• Develop instrument covering sample topics in course objectives</li> <li>• Ensure topics are covered in coursework</li> <li>• Administer instrument during last week of class</li> </ul>	<p>N</p>	<p>MyITLab Online Training Simulations for the course were analyzed for each student who obtained a successful grade (A, B or C) for the course in Spring 2016 semester.</p> <p>Four simulations each were from Word, PowerPoint and Excel chapters of the Exploring Microsoft Office 2013 (Potsky, et al.) Three were from Access for a total of fifteen</p>	<p><b>A. Findings:</b>  Student results show student master of the course material. With one exception, all Training Simulation results were above 90% for the successful students listed. The one outlier was the Excel Chapter 4 Training Simulation covering some challenging material on Conditional Formatting. The result was still a successful 78.4% but further analysis in the future regarding this material is warranted.</p> <p><b>Target Met</b></p> <p><b>B. Use of Results:</b> Instead of collecting data from multiple simulations for multiple, there will be a single assessment instrument for next year which will focus on Excel.</p>
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<p>SF 1A.3 CG 2</p>	<p>A. <b>Desired Outcome #2:</b></p> <p>Increase percentage of completers of program over previous academic year.</p> <p>B.</p> <p><b>Target/Criterion:</b></p> <p>5% increase in completers over previous academic year</p>	<ul style="list-style-type: none"> <li>• Improved advising with more faculty involvement</li> <li>• Focused on course sequencing</li> </ul>	<p>N</p>	<p>IR completers and enrollment reports</p>	<p>A. <b>Findings:</b></p> <p>Number of graduates declined from 87 to 81</p> <ul style="list-style-type: none"> <li>•</li> </ul> <p><b>Target Not Met</b></p> <p>B. <b>Use of Results:</b></p> <ul style="list-style-type: none"> <li>• The college and the program have seen a decrease in enrollment over the past few years so a dip in the number of graduates is not unexpected. The college has improved advising as part of QEP, we have done more faculty advising especially with Canvas sites and a retention committee has been set up to research ways to improve retention.</li> <li>•</li> </ul>
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CG 2, 3	<p><b>A. Desired Outcome #3</b></p> <p>Demonstrate student understanding of various economic systems.</p> <p><b>Type of Outcome? (Check One):</b> Operational Outcome ___ Student Learning Outcome <u>X</u></p> <p>B.</p> <p><b>Target/Criterion:</b> 70% of students in ECON 202 classes will correctly answer 70% of the questions dealing with economic systems.</p>	<ul style="list-style-type: none"> <li>• Train faculty on aligning course content to revised master syllabus.</li> <li>• Develop a detailed week by week syllabus complete with assignments to ensure consistency throughout the course across the college</li> </ul>	N	Student scores	<p>A. <b>Findings:</b></p> <ul style="list-style-type: none"> <li>• 57% (24 of 42) scored 70% or higher</li> <li>• 3 scoring 70% or higher DID NOT PASS with "C"</li> <li>• 10 below 70% DID Pass with "C"</li> </ul> <p><b>Target Not Met</b></p> <p>B. <b>Use of Results:</b></p> <ul style="list-style-type: none"> <li>• Assessment questions that were most frequently missed were analyzed and revised.</li> <li>• Assessment will be graded to ensure students prepare.</li> </ul>
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16-17 Business Administration Assessment Results

<p>F 1-A.5 CG 2</p>	<p><b>A. <u>Desired Outcome #1:</u></b></p> <ul style="list-style-type: none"> <li>• Use Business Applications Software..</li> </ul> <p><b>Type of Outcome? (Check One):</b> Operational Outcome ___</p> <p>Student Learning Outcome <u>X</u></p> <p><b>B. <u>Target/Criterion:</u></b></p> <p>80% of BUAD majors who successfully complete this course will score 70% or higher on the Excel assessment instrument.</p>	<p><input type="checkbox"/> Develop instrument covering use of Excel including functions and formulas.</p>	<p>N</p>	<p>The Excel Chapter 1 Grader Project was administered to students covering basic Excel skills including critical thinking to create formulas. al.) Three were from Access for a total of fifteen</p>	<p><b>A. Findings:</b> Student results show student master of the material. 84% of students (50 of 58) earned assignments grades of 70% or higher. The average grade was 86% and the median grade was 94%.</p> <p><b>Target Met</b></p> <p><b>B. Use of Results:</b> While doing our research and analysis we noted that students in the course had not completed the pre-reqs listed in the syllabus and those pre-reqs had not been entered into the Banner system. We have reached out to Asst Dean to clear that up.</p>
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<p>SF 1-A.3 CG 2</p>	<p><b>A. <u>Desired Outcome #2:</u></b></p> <ul style="list-style-type: none"> <li>• Perform the Management Functions.</li> </ul> <p><i>Type of Outcome? (Check One):</i></p> <p>Student Learning Outcome __</p> <p><b>B. <u>Target/Criterion:</u></b> 70% of Business Administration majors who successfully complete this course students will score 70% or higher on the leadership assessment instrument.</p>	<p><input type="checkbox"/> Develop instrument on Leadership to be given in MANG 201</p>	<p>N</p>	<p>Since we are trying to establish a base line, only selected sections of MANG 201 will give the assessment in year 1.</p>	<p><b>A. Findings:</b> Number of Bus. Adm. Students who completed MANG 201 course with a C or higher = 29 Number of Bus. Adm. Students who completed MANG 201 Leadership Assessment with a C or higher = 25 % = 86.2%</p> <p><b>Target ??? Met</b></p> <p><b>B. Use of Results:</b></p> <ol style="list-style-type: none"> <li>1. Discuss with the MANG 201 online instructors a recommendation for how to monitor the students taking the Leadership Assessment in a proctored environment. This will be discussed with the MANG 201 faculty during the Summer 2017 training session.</li> <li>2. The Leadership Assessment Tool will be administered to all MANG 201 Principles of Management students. The current assessment of 56 questions will be used as the study guide. The assessment will be 50 of the 56 questions. This assessment will be valued at 100 points. The Leadership Assessment and Study Guide will be shared with the faculty</li> </ol>
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					<p>who will be teaching MANG 201 Fall 2017. Six faculty are scheduled to teach 15 sections. They are: Beverly Andry, Simone Stewart Cochran, Brandye Delarge, Joseph Hebert, Mark McLean, and Fran Norwood. A face-to-face training session will be offered during the Summer of 2017 to prepare the Fall 2017 MANG 201 Faculty for the Leadership Assessment process.</p>
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<p>CG 2, 3</p>	<p><b>A. Desired Outcome #3</b></p> <ul style="list-style-type: none"> <li>Analyze Economic Data</li> </ul> <p><i>Type of Outcome? (Check One):</i> Operational Outcome ___</p> <p>Student Learning Outcome <u>X</u></p> <p><b>B. Target/Criterion:</b> 70% of Business Administration students who successfully complete ECON 202 classes will correctly answer 70% of the questions dealing with economic systems.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Train faculty on aligning course content to revised master syllabus.</li> <li><input type="checkbox"/> Develop a detailed week by week syllabus complete with assignments to ensure consistency throughout the course across the college</li> <li><input type="checkbox"/> Assessment questions that were most frequently missed in last assessment cycle were analyzed and revised.</li> <li><input type="checkbox"/> Assessment will be graded to ensure students prepare.</li> </ul>	<p>N</p>	<p>Assessment will be given in all sections of ECON 202</p>	<p><b>A. Findings:</b> GOAL WAS MET 75% (45 of 60) BSAC scored 70% or above 8 scored below 70 but passed with "D" or above 8 did not take the assessment; 1 of these passed with a "D"</p> <p><b>Target Met Yes</b></p> <p><b>B. Use of Results:</b></p> <p>We were able to get ECON tutors this academic year but it was well into the Fall semester before they could start and the assessment was given in Fall semester.</p> <ul style="list-style-type: none"> <li>Use of Connect Learn Smart,</li> <li>dividing assessment into two parts,</li> <li>Study Guides;</li> <li>encouraging visits to Tutor</li> </ul>
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## 17-18 Business Administration Assessment Results

<p style="text-align: center;"><b>Strategic Focus/College Goal</b></p> <p style="text-align: center;">(SF# and/or CG#)</p>	<p style="text-align: center;"><b>Desired Outcome &amp; Target/Criterion</b></p> <p style="text-align: center;">(Outcome begins with verb, Target numerically measurable)</p>	<p style="text-align: center;"><b>Strategy To Accomplish Desired Outcome</b></p> <p style="text-align: center;">(Use bullets)</p>	<p style="text-align: center;"><b>Budget Link</b></p> <p style="text-align: center;">(Y or N)</p>	<p style="text-align: center;"><b>Assessment Method/ Instrument</b></p>	<p style="text-align: center;"><b>Findings &amp; Use of Results for Improvement</b></p> <p style="text-align: center;">(Use bullets)</p>
<p>SG 1-B.2</p> <p>CG 2</p>	<p>A. <b>Desired Outcome #1:</b></p> <ul style="list-style-type: none"> <li>• Use business applications software appropriately.</li> </ul> <p><i>Type of Outcome? (Check One):</i>                      Operational Outcome <input type="checkbox"/>                      Student Learning Outcome <input checked="" type="checkbox"/></p>	<p>Develop instrument covering use of Excel including junctions and formulas.</p>	<p>N</p>	<p>The Excel Chapter 1 Grader Project was administered to students covering basic Excel skills including critical thinking to create formulas. al.) Three were from Access for a total of fifteen</p>	<p>A. Findings:</p> <p>For Business Administration Majors, our results were that 83.9% of students who completed the course with a grade of C or higher obtained a grade of 70% or higher on the Excel Mastery Assessment (the Excel Chapter 1 Grader Project). This is above our target of 70% of students. The average grade was 80.6% and sixty-two students were in this group.</p> <p>TARGET MET</p>

	<p><b>B. Target/Criterion:</b></p> <p>80% of BUAD majors will successfully complete Excel assessment instrument.</p>				<p>B. Use of Results:</p> <p>We have made great strides in not only results but the data collection and analysis with only one section not reporting. We will continue this for one more year.</p>
SG 1-A.4 CG 2	<p><b>A. Desired Outcome #2:</b></p> <p>Perform the Management Leadership Functions.</p> <p><i>Type of Outcome? (Check One):</i></p> <p>Student Learning Outcome <u> X </u></p>	<ul style="list-style-type: none"> <li>Develop instrument to assess Leadership to be given in MANG 201</li> </ul>	N	<p>Since we are trying to establish a base line, only selected sections of MANG 201 will give the assessment in year 1.</p>	<p>A. <b>Findings:</b> 67 of the 98 BUAD students who completed MANG 201 with a C or above scored above 70% on Assessment. 68%</p> <p>Target Not Met</p> <p><b>Use of Results:</b></p>

	<p><b>B. Target/Criterion:</b></p> <p>70% of Business Administration majors assessed will successfully complete the leadership assessment instrument with a score of 70% or higher.</p>				<p>This was the first time that the assessment was given to all sections of MANG 201. Next year we will develop study guide for students before assessment and re-enforce that all functions of management are included on the assessment.</p>
CG 2, 3	<p><b>A. Desired Outcome #3</b></p> <ul style="list-style-type: none"> <li>Analyze Economic Data</li> </ul> <p><i>Type of Outcome? (Check One):</i> Operational Outcome ___</p> <p>Student Learning Outcome <u>X</u></p>	<ul style="list-style-type: none"> <li>Train faculty on aligning course content to revised master syllabus.</li> <li>Develop a detailed week by week syllabus complete with assignments to ensure consistency throughout the course across the college</li> <li>Assessment questions that were most frequently missed in last assessment cycle were analyzed and revised.</li> </ul>	N	Assessment will be given in all sections of ECON 202	<p><b>A. Findings:</b></p> <p>27 of 32 BUAD students completed the assessment with a 70% or higher. 84%</p> <p>Target Met</p>

	<p><b>B. <u>Target/Criterion:</u></b></p> <p>70% of Business Administration students who successfully complete ECON 202 classes will correctly answer 70% of the questions dealing with economic systems.</p>	<ul style="list-style-type: none"> <li>• Assessment will be graded to ensure students prepare.</li> </ul>			<p><b>B. <u>Use of Results:</u></b></p> <p>This year's assessment results were the best ever, and faculty have decided that (1) since we have provided several years of data and (2) because our goal of 70% of our students would score 70%</p> <p>Faculty discussions credited the use of tutors for rise in on campus classes and the combination of tutor and ancillary online resources for improvement in online sections</p>
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