



**Planning Unit – A.A.S Business & Management**

**Planning Unit:**

**Year:** 2020\_\_-2021\_\_

**Unit Type:**

Educational Program

**Report Period:** July 1, 2020\_\_ – June 30, 2021\_\_

*(Choose One: Educational Programs, Administrative Support, Educational Support, Workforce Development)*

**(1) Unit Mission:**

The Business and Management Program prepares students from diverse backgrounds to attain their educational, career, and personal goals, to think critically, to demonstrate leadership, and to be productive and responsible citizens. This program is designed for students who wish to pursue a career in one of the 9 concentrations of the program with an A.A.S. in Business & Management

(2)	(3)	(4)	(5)	(6)	(7)
<u>Strategic Goal/ College Goal</u> <i>(SG# and/or CG#)</i>	<u>Desired Outcome &amp; Target/Criterion</u> <i>(Outcome begins with <u>action verb</u>. Target numerically measurable)</i>	<u>Strategy To Accomplish Desired Outcome</u> <i>(Use bullets)</i>	<u>Budget Link</u> <i>(Yes or No) If Yes, Describe</i>	<u>Assessment Method/ Instrument</u>	<u>Findings &amp; Use of Results for Improvement</u> <i>(Use bullets)</i>
CG 2 & 3	<p>A. <b>Desired Outcome #1*</b>: Perform the functions in the Marketing Mix</p> <p><b>Type of Outcome? (Check One):</b></p> <p><input checked="" type="checkbox"/> Student Learning Outcome</p> <p><i>*If SLO, use the approved Program SLO.</i></p> <p>B. <b>Target:</b> 70% of BUMG students who successfully complete</p>	This topic is introduced in BUSG 129, Reinforced in greater depth in MARK 201 and assessed in MANG 276.	n	<ul style="list-style-type: none"> <li>Marketing Module Quiz</li> </ul>	<p>A. <b>Findings:</b> <b>Target Met? (Check One):</b>  <input checked="" type="checkbox"/> Target Met  <input type="checkbox"/> Target Partially Met  <input type="checkbox"/> Target Not Met</p> <p>B. <b>Use of Results:</b> We are making changes to how we teach MARK</p>

	MANG276 will score 70% or higher on the Marketing Module Quiz				201 and including a marketing plan to it <ul style="list-style-type: none"> <li>• <b>Desired Outcome Status? (Check One):</b>  ___v_ Outcome to Be Further Assessed Next Year  ___ Outcome Concluded This Year</li> </ul>
(2)	(3)	(4)	(5)	(6)	(7)
<b><u>Strategic Goal/ College Goal</u></b> <i>(SG# and/or CG#)</i>	<b><u>Desired Outcome &amp; Target/Criterion</u></b> <i>(Outcome begins with <u>action verb</u>, Target numerically measurable)</i>	<b><u>Strategy To Accomplish Desired Outcome</u></b> <i>(Use bullets)</i>	<b>Budget Link</b> <i>(Yes or No) If Yes, Describe</i>	<b><u>Assessment Method/ Instrument</u></b>	<b><u>Findings &amp; Use of Results for Improvement</u></b> <i>(Use bullets)</i>
CG 2 & 3	A. <b>Desired Outcome #1*</b> : Use basic <b>business</b> software (SLO # 5)  <b>Type of Outcome? (Check One):</b>  ___x_ Student Learning Outcome <b>*If SLO, use the approved Program SLO.</b>  B. <b>Target:</b> 70% of the students who complete BUSG 224 Business Computer Applications will have a grade of C or above on their final exam.	Grades on Finals for BUSG 224 Business Computer Applications will be used	n	BUSG 224 Final	A. <b>Findings:</b> 6 sections were used with a variety of class formats. There were 51 students who took the final and 40 passed it with a 70% or higher. That's 78% target not met.  • <b>Target Met? (Check One):</b> ___ Target Met ___ Target Partially Met _x_ Target Not Met  B. <b>Use of Results:</b> We will be adopting First Day book in the Fall and will assess based on that change  • <b>Desired Outcome Status? (Check One):</b> ___x_ Outcome to Be Further Assessed Next Year ___ Outcome Concluded This Year

CG 2 & 3	<p>A. <b>Desired Outcome #3:</b> Assess legal and ethical issues in business situations (SLO #3)</p> <p><b>Type of Outcome? (Check One):</b></p> <p><input checked="" type="checkbox"/> Student Learning Outcome</p> <p><i>*If SLO, use the approved Program SLO.</i></p> <p>B. <b>Target:</b> 75% of students who successfully complete BUSL 250 will be able to list the elements of a valid contract.</p>	Objective Quiz given in BUSL 250 – virtual live sessions	n	ly	<p>A. <b>Findings:</b> We used this assessment in 4 BUSL 250 virtual live sections with 40 students taking the assessment. Of those 40, 33 or 82.5% passed</p> <p><b>Target Met? (Check One):</b></p> <p><input checked="" type="checkbox"/> Target Met</p> <p><input type="checkbox"/> Target Partially Met</p> <p><input type="checkbox"/> Target Not Met</p> <p>B. <b>Use of Results:</b> We will be adopted First Day book in the Fall and will assess based on that change</p> <ul style="list-style-type: none"> <li>• <b>Desired Outcome Status? (Check One):</b></li> </ul> <p><input checked="" type="checkbox"/> Outcome to Be Further Assessed Next Year</p> <p><input type="checkbox"/> Outcome Concluded This Year</p>
----------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------	---	----	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------