



**Planning Unit:** Business Administration

**Year:** 2019 - 2020

**Unit Type:** Educational Program

**Report Period:** July 1, 2019 – June 30, 2020

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

**(1) Unit Mission:**

The Business Administration 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 primarily designed for students who plan on transferring directly to a bachelor's in business program with the most transferable credits.

**Program Outcomes for A.S. Business Administration**

Graduate 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.

In Academic Year 16-17 we will assess the following outcomes

- Perform the Management Functions.
  - An assessment on leadership will be given to a sampling of Business Administration students in MANG 201
- Use Business Applications Software.
  - An assessment using Microsoft Excel will be given to all Business Administration students in BUSG 224
- Analyze Economic Data
  - An assessment where students will analyze economic data will be given to Business Administration students in ECON 202

<b>Strategic Focus/College Goal</b>  <b>(SF# and/or CG#)</b>	<b>Desired Outcome &amp; Target/Criterion</b>  <b>(Outcome begins with verb, Target numerically measurable)</b>	<b>Strategy To Accomplish Desired Outcome</b>  <b>(Use bullets)</b>	<b>Budget Link</b>  <b>(Y or N)</b>	<b>Assessment Method/ Instrument</b>	<b>Findings &amp; Use of Results for Improvement</b>  <b>(Use bullets)</b>
SG 1-B.2 CG 2	<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 ___            Student Learning Outcome <u>X</u></p> <p>B. <b>Target/Criterion:</b></p> <p>80% of BUAD majors will successfully complete Excel assessment instrument.</p>	<ul style="list-style-type: none"> <li>Develop instrument covering use of Excel including functions and formulas.</li> </ul>	N	<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:            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. 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>

Strategic Focus/College Goal  (SF# and/or CG#)	Desired Outcome & Target/Criterion  (Outcome begins with verb, Target numerically measurable)	Strategy To Accomplish Desired Outcome  (Use bullets)	Budget Link  (Y or N)	Assessment Method/Instrument	Findings & Use of Results for Improvement  (Use bullets)
SG 1-A.4 CG 2	<p>A. <b>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> <p>B. <b>Target/Criterion:</b> 70% of Business Administration majors assessed will successfully complete the leadership assessment instrument with a score of 70% or higher.</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% Target Not Met</p> <p>B. <b>Use of Results:</b></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>

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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 ___            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>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> <li>Assessment will be graded to ensure students prepare.</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. Use of Results:</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>