

Assessment Report Business Administration Program

Part I – Assessment SUMMARY (04-05)

A. Program/Discipline Mission Statement

It is the mission of the Business Administration Department to meet the needs of the community by providing a relevant and current curriculum in a learning centered environment that prepares students for careers in business administration, management, marketing, real estate, business technology and travel and tourism.

It is the purpose of the Business Administration Department

- 1) To prepare students for entry level careers;
- 2) To provide skill upgrade training for those currently employed in business;
- 3) To offer support courses for other vocational programs;
- 4) To provide vocational courses for lifelong learning and,
- 5) To provide transfer courses for students articulating to 4-year colleges

B. Intended Outcomes

	Intended Learning Outcome	1st Assessment Method	2nd Assessment Method
1	Demonstrate the ability to organize and present business-related information in written reports	Case Study	Business Report
2	Demonstrate the ability to organize and professionally present business-related ideas in oral presentations	Informative Presentation	Persuasive Presentation
3	Use current technology to retrieve and convey business-related information	Informative Presentation	Persuasive Presentation
4	Identify a business-related problem, consider alternatives, and reach a conclusion based on logical analysis.	Case Study	Minute Paper
5	Collaborate effectively with others in situations requiring teamwork, leadership, and negotiation	Peer Evaluation	Team Observation

C. Benchmarks

The Business Administration Department is expecting:

80% of the students will score an average of 80% or better on organizing and writing a business report.

80% of the students will score an average of 80% or better on the six fundamentals of an effective oral presentation.

80% of the students will score an average of 80% or better on identifying and analyzing a business problem.

80% of the students will score an average of 80% or better on collaborating effectively with others in a group/team assignment.

D. Assessment Results

1. Historical Context

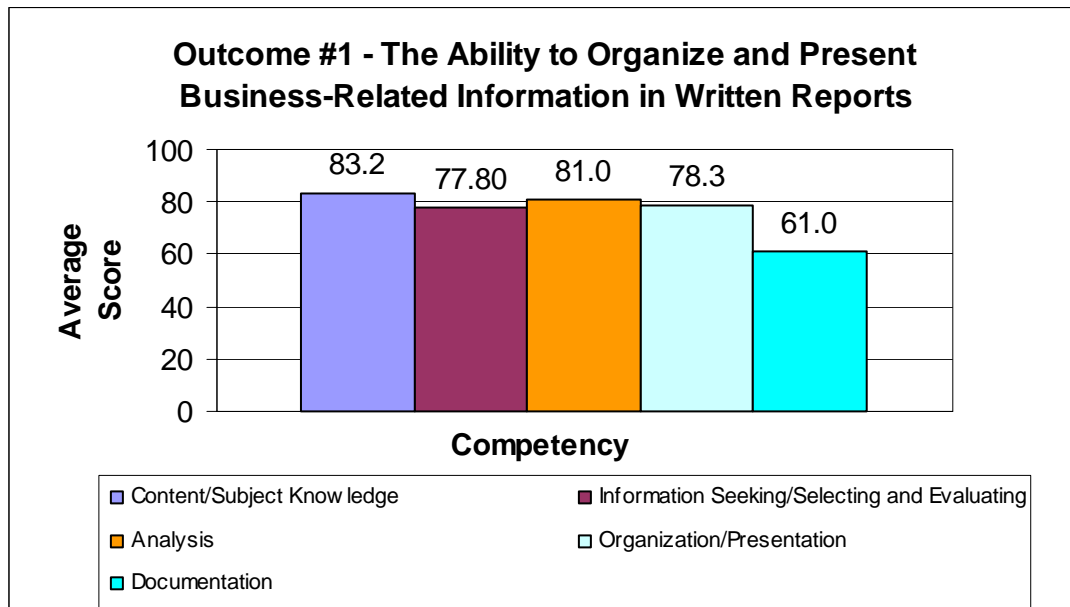
Due to reorganization within the Business Administration Department, there is no previous assessment from last year.

2. Current Year Data Results

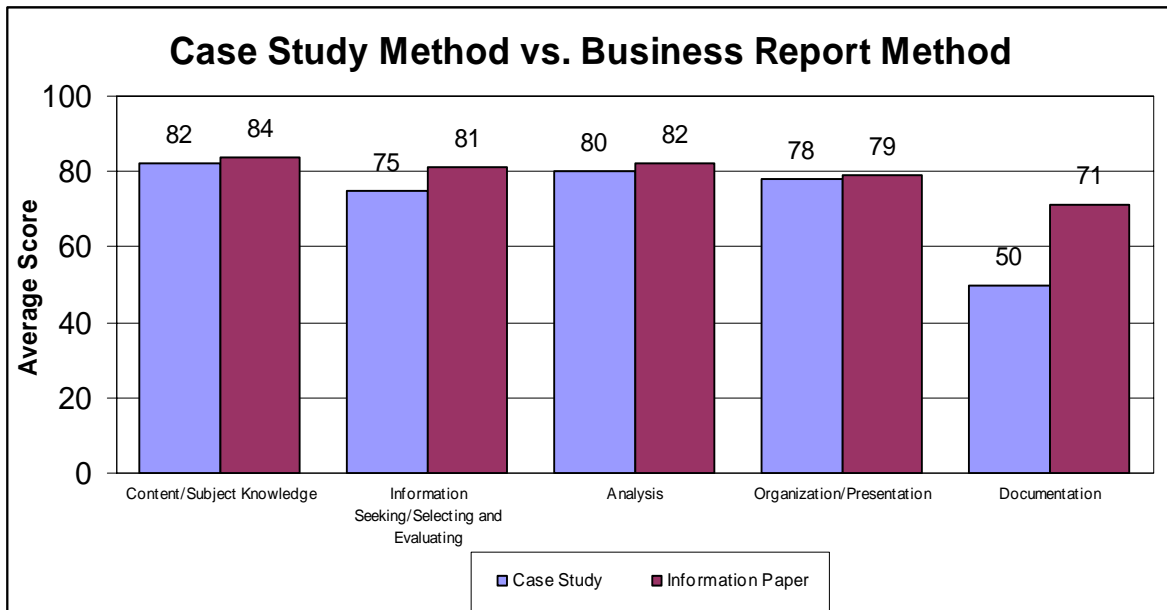
Outcome #1

The first learning outcome of Business Administration Department is the ability of our students to organize and present business-related information in written reports. Two assessment methods were utilized (a case study and a business related report), encompassing all of our Business Communication and Report Writing and Legal Environment of Business classes. The sample size was 129 students.

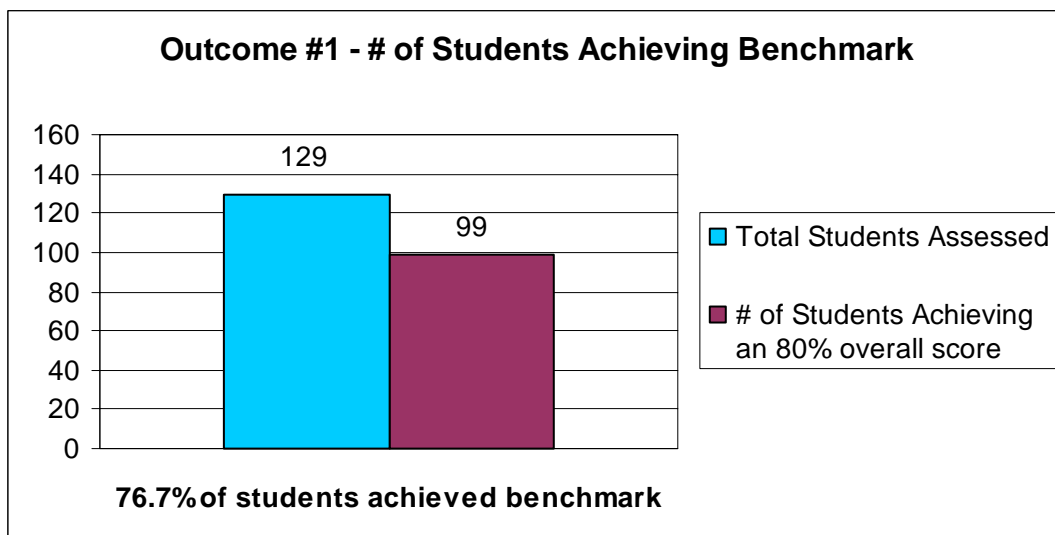
The first chart provides a total summary of the results by competency for all students assessed. The percentage shown is the average score on each competency.



Further information can be obtained from viewing the outcome through two different methods.



The following chart shows the number of students achieving the 80% or above benchmark.



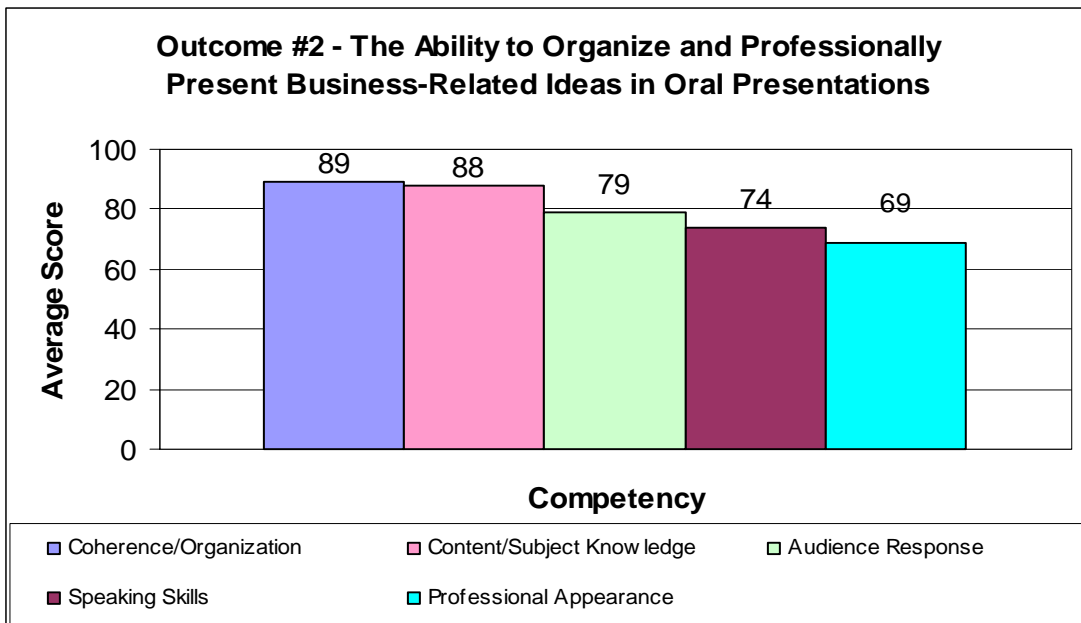
Analysis of Results – Outcome #1

The student's performance on outcome #1 did not meet the expected benchmark of an 80% average score for 80% of the students. Of the 129 students assessed in the program, 99 had an average score of 80% or better on this outcome. Therefore, 76.7% of the students assessed for this outcome reached the 80% or better score. Specific areas of strength include Content/Subject Knowledge and Analysis. Specific areas of weakness include Information Seeking/Selecting and Evaluating and Organization/Presentation. The competency showing the greatest weakness is Documentation where only 78 of 129 (or 60.5%) of the assessed students met the 80% score.

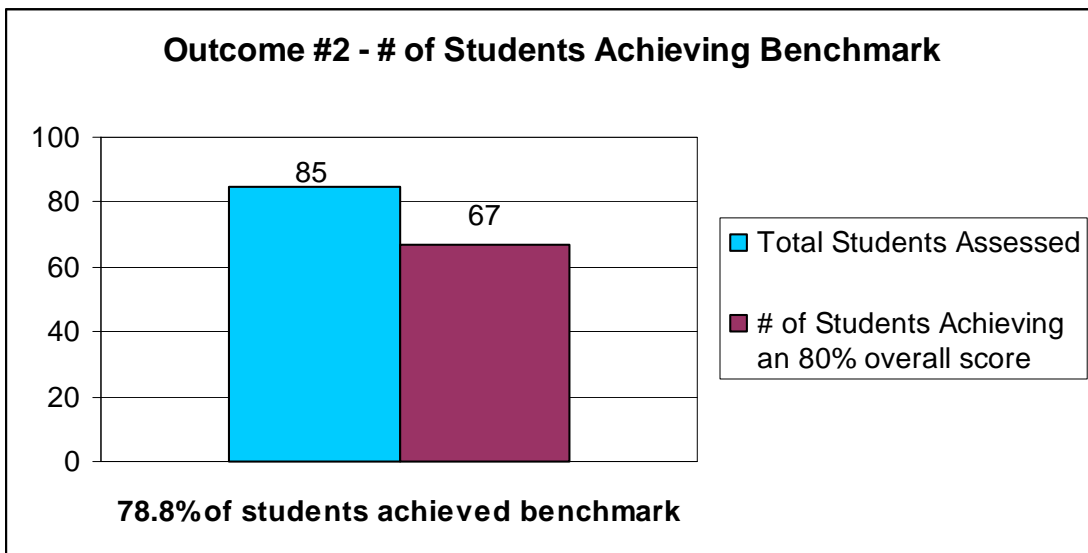
Another area of interest shown in the data is the difference in the two methods used for assessment. Scores for the case study were lower in all competencies than the scores for the business report. The case study method was utilized in the Legal Environment of Business Class and the business report method was utilized in the Business Communications class. This is an indication that students in Business Communications are able to demonstrate better report writing skills.

Outcome #2

Outcome #2 demonstrates the ability of our student to organize and professional present business-related ideas in an oral presentation. For this outcome, two methods were utilized, an individual presentation of a business report in Business Communications and Report Writing classes and a persuasive sales presentation in Principles of Sales. The sample size is 85 students.



The following chart shows the number of students achieving the 80% or above benchmark.



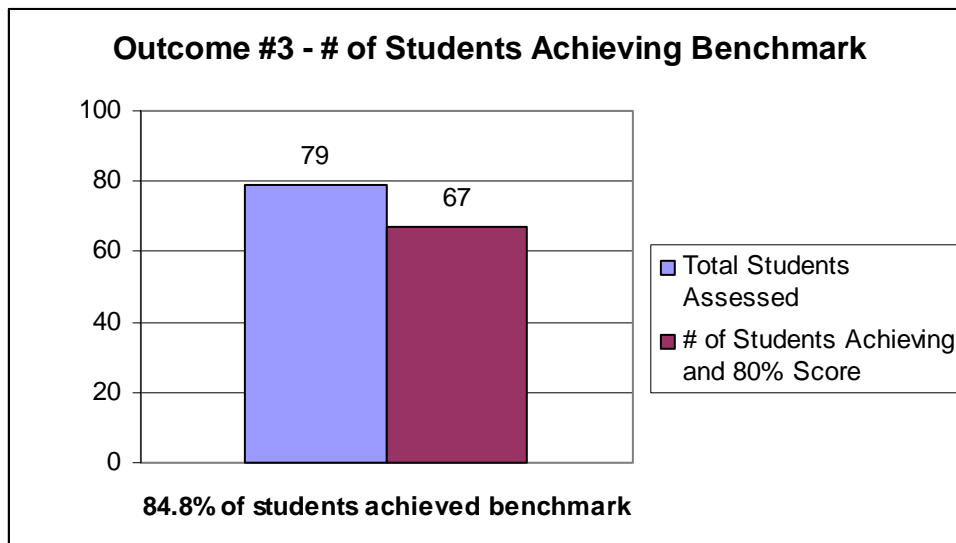
Analysis of Results – Outcome #2

The student's performance on outcome #2 was exceedingly close to meeting the expected benchmark of an 80% average score for 80% of the students. Of the 85 students assessed in the program, 67 had an average total score of 80% or better on this outcome. Therefore, 78.8% of the students assessed for this outcome reached the 80% or better score. Specific competency areas of strength include Coherence/Organization, Content/Subject Knowledge and Analysis. Specific competency areas of weakness include Speaking Skills and Professional Appearance. The greatest weakness is Professional Appearance where only 24 of 85 (or 28.2%) of students assessed met the 80% score.

Outcome #3

Outcome #3 demonstrated the single competency of our students to use current technology to retrieve and convey business-related information. The outcome was assessed in Business Communications, Marketing Your Image and Principles of Sales classes. We were not able to identify a second method to use for this outcome. The sample size is 79 students.

This chart provides a total of the results for all students assessed.



Analysis of Results - Outcome #3

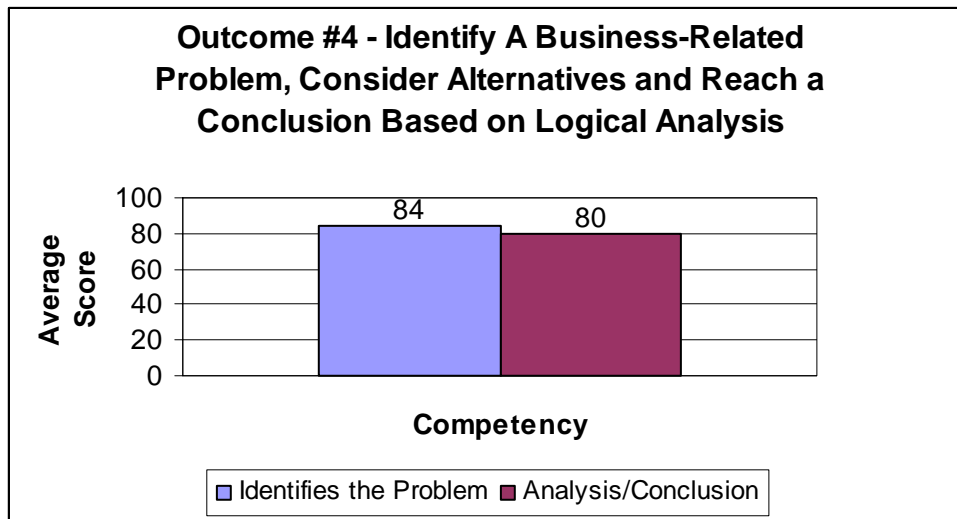
The student's performance on Outcome #3 was acceptable. 67 of 79 students assessed scored 80% or higher on this outcome. Therefore, 84.8% of the students assessed for this outcome reached the 80% or better score.

Outcome #4

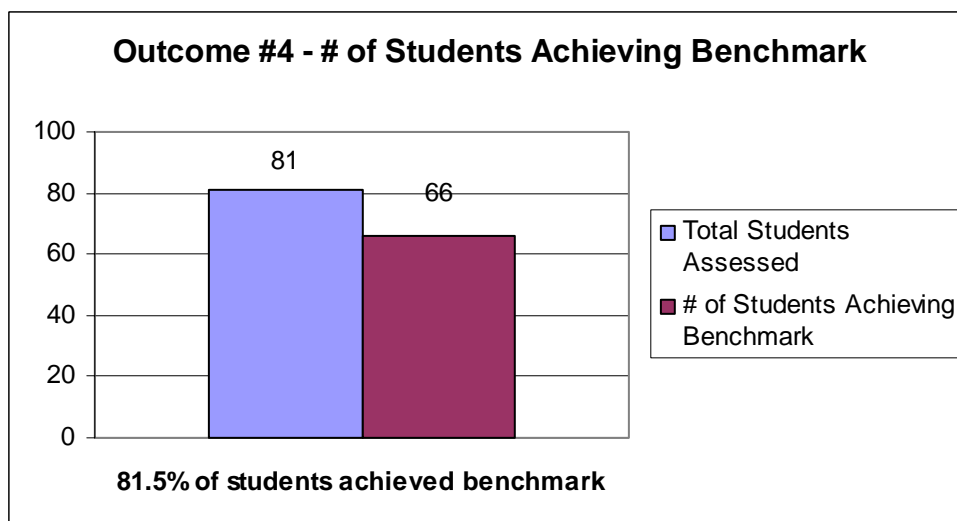
Outcome #4 demonstrates the ability of our students to identify a business-related problem, consider alternatives and reach a conclusion based on logical analysis. Students were required to analyze a case study in all Legal Environment of Business classes. We were

unsuccessful in acquiring enough data to utilize the second method of assessment. The sample size is 81.

The first chart provides a total summary of the results by competency for all students assessed. The percentage shown is the average score on each competency.



The following chart shows the number of students who achieved the 80% or above average score on the assessment of this outcome.



Analysis of Results – Outcome #4

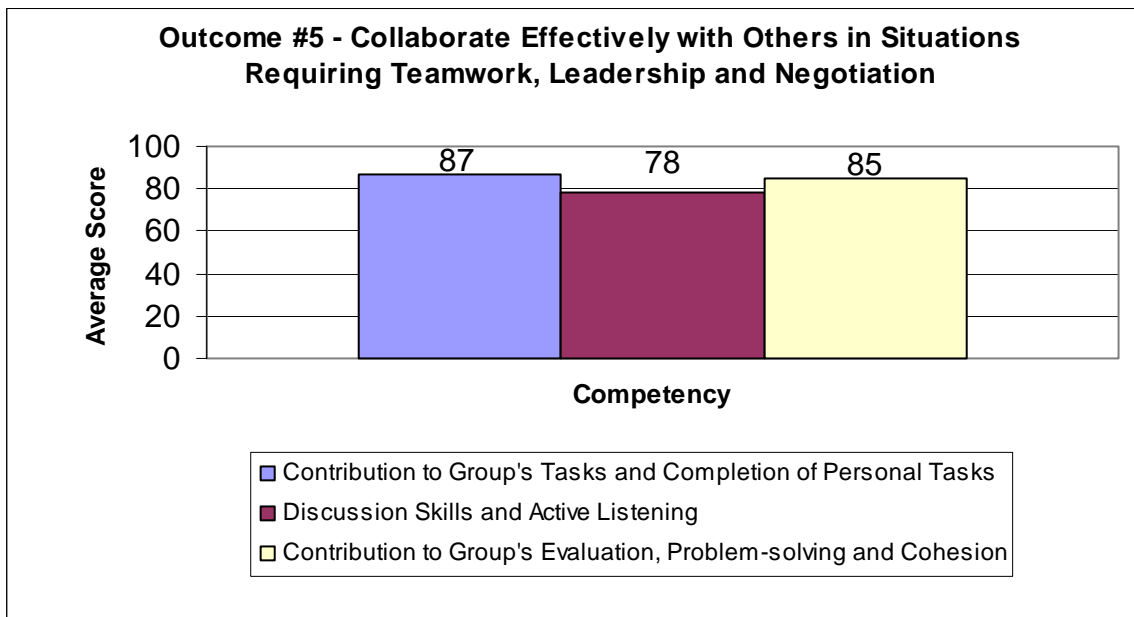
The student's performance on Outcome #4 reached the stated benchmark of 80% of students achieving an average score of 80% or better. The student's showed strength in identifying a business problem, achieving an average score of 84%. The second competency, Analysis and Conclusion also had average score right at the 80%. Overall, 66 of 81 students reached

the stated benchmark for this learning outcome. Therefore, 81.5% of the students assessed for this outcome reached the 80% or better score.

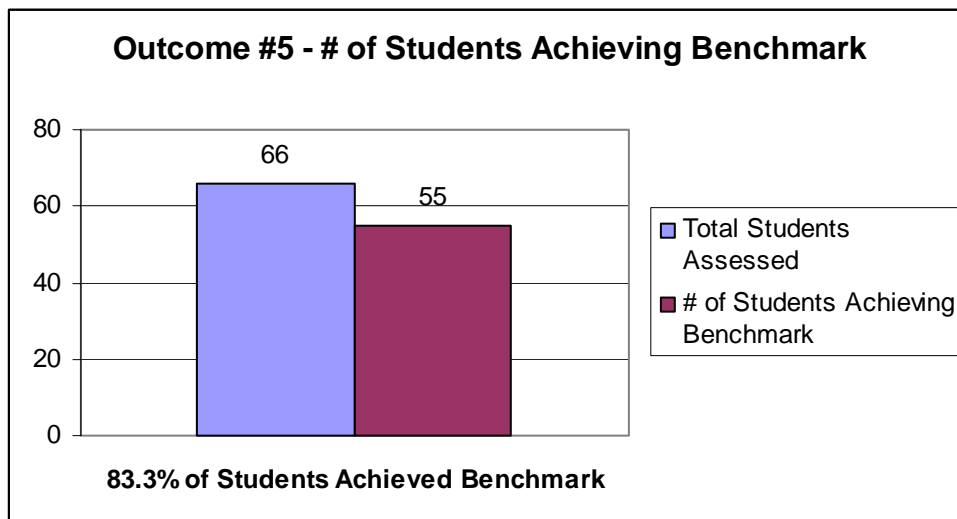
Outcome #5

Outcome #5 demonstrates the ability of students to collaborate effectively with others in situations requiring teamwork, leadership and negotiation. Two methods were used in the assessment (Peer evaluation and Team Observation). The assessment included both the Business Communication and Legal Environment of Business classes. The sample size was 66 students.

The first chart provides a total summary of the results by competency for all students assessed. The percentage shown is the average score on each competency.



The following chart shows the number of students who achieved the 80% or above average score on the assessment of this outcome.



Analysis of Results – Outcome #5

The student's performance on outcome #5 exceeded the expected benchmark of an 80% average score for 80% of the students. Of the 66 students assessed in the program, 55 had an average total score of 80% or better. Therefore, 83.3% of the students assessed for this outcome reached the 80% or better score. Specific competency areas of strength include Contribution to Group's Tasks and Completion of Personal Tasks with an average score of 87% and Contribution to Group's Evaluation, Problem-solving and Cohesion with an average score of 85%. The competency area of weakness is Discussion Skills and Active Listening with an average score of 78%.

E. Use of Results

1. It is the intention of the Business Administration Department to share the results with all faculty within the department and with the Business Administration Advisory Committee.
2. The following changes and improvements in curriculum, instruction and learning are planned:

Outcome #1 – The Business Administration Department feels every student in our program should have the ability to organize and present business-related information in written reports. Currently, only 77% of the students assessed in our program achieved our stated benchmark for this outcome. The one glaring weakness is in the area of documentation. In addition, upon further consideration of the data, it is clear that students taking Business Communications and Report Writing scored higher in all competencies than students in Legal Environment of Business. Therefore, the following actions will be incorporated into our curriculum planning and advising:

- a. An all-student meeting will be offered at the beginning of each semester to inform current and interested Business Administration students of the details of our program. Within that meeting, a suggested course sequence will be offered. This sequence will recommend that all students seeking the AAS degree take Business Communications and Report Writing as their second course, after Introduction to Business. The desired effect is that the writing skills attained in Business Communications will assist each student in increasing their abilities in this outcome across all classes.
- b. It is not clear from the results if the weakness in documentation is due to a lack of knowledge of 'when' or of 'how' to document. To increase the ability of our students to document properly, a summary of documentation procedures and styles will be provided to every instructor in the Business Administration department. Each instructor will be asked to make copies for every student in their classes and to dedicate some specific time to reviewing documentation.

Outcome #2 – Demonstrating the ability to give professional presentations is the next Learning Outcome. Overall, our students scored close to the expected benchmark, at 79% of the students meeting or exceeding it. Speaking skills and professional appearance were the two areas of greatest weakness. The low score in professional appearance is attributed to the student's resistance to "dressing up" for school. To try and increase the overall ability of

our students to give professional presentations, the Department Chair will determine which classes in the program currently require an oral presentation. Those classes that do not require an oral presentation will be requested to do so in order to increase the practice that our students receive in giving presentation. Also, instructors will require students to dress professionally for the presentations.

Outcome #3 – the use of current technology to convey information is an area with acceptable performance within this program. The benchmark was exceeded. In order to continue to grow the number of students meeting the benchmark, requirements for research projects, reports and presentations will continue to include the use of technology.

Outcome #4 - Identifying a business-related problem and being able to consider alternatives and come to a conclusion based on logical analysis is the next outcome. Although the benchmark was met for this outcome, students were weaker in their analysis and conclusions than in identifying the problem. A number of required core classes utilize case studies as part of the curriculum. Within those classes, further instruction on how to analyze information and form conclusions when presented with a business problem will be incorporated.

Outcome #5 – This learning outcome is focused on the collaboration skills of students. Overall, our students collaborate well with others and the benchmark was met for this outcome. The one area of concern in this outcome is the Discussion Skills and Active Listening. The Business Communication course will incorporate additional discussion and listening activities to address this area.

Part II – Assessment PLAN (05-06)

Intended Learning Outcomes – no revisions (same as 04-05)

Procedures/Methods

To assess Outcome #1:

1st Assessment Method

- Assign an individual, written case study in the Legal Environment of Business.
- Assign a faculty member or business professional to assess the case studies.
- Utilize the Written Case Study/Report rubric.
- Student performance will be measured for outcome #1.

2nd Assessment Method

- Assign an individual, business-related report/presentation Business Communication and Report Writing.
- Assign a faculty member or business professional to assess the papers.
- Utilize the Written Case Study/Report rubric.
- Student performance will be measured for outcome #1.

To assess Outcomes #2 and #3

1st Assessment Method

- Assign an individual, informative oral presentation in Marketing Your Image and Leadership.
- Assign a faculty member or business professional to assess the oral presentations.
- Utilize the Oral Presentation rubric.
- Student performance will be measured for outcome #2 and #3.

2nd Assessment Method

- Assign an individual, persuasive selling presentation in Principles of Sales.
- Assign a faculty member or business professional to assess the oral presentations.
- Utilize the Oral Presentation rubric.
- Student performance will be measured for outcomes #2 and #3.

To assess Outcome #4

1st Assessment Method

- Assign an individual, written case study in the Legal Environment of Business.
- Assign a faculty member or business professional to assess the case studies.
- Utilize the Problem Solving rubric.
- Student performance will be measured for outcome #4.

2nd Assessment Method

- Assign an individual, minute paper in Principles of Management.
- Assign a faculty member or business professional to assess the papers.

- Utilize the Problem Solving rubric.
- Student performance will be measured for outcome #4.

To assess Outcome #5

1st Assessment Method

- Distribute Collaboration Evaluations to group project teams in Business Communication and Report Writing.
- Assign a faculty member or business professional to review evaluations for completeness.
- Student performance will be measured for outcome #5.

2nd Assessment Method

- Assign a faculty member or business professional to observe a team assignment/exercise in Leadership.
- Utilize the Collaboration Evaluation rubric.
- Student performance will be measured for outcome #5.

Benchmarks

The Business Administration Department is expecting:

80% of the students will score an average of 80% or better on organizing and writing a business report.

80% of the students will score an average of 80% or better on the fundamentals of an effective oral presentation.

80% of the students will score an average of 80% or better on identifying and analyzing a business problem.

80% of the students will score an average of 80% or better on collaborating effectively with others in a group/team assignment.