# PCCUA PROGRAM ASSESSMENT PLAN

**Division/Department**: Business and Information Systems
**Degree Program**: Business Management AAS
**Semester/Year**:  2022-23 Academic Year

## Mission Statement or Overview of Program

The Associate of Applied Science Business Management degree is a two-year program that prepares students to enter the world of business by developing managerial and technical skills required to work in small to large business environments. Students in this program will learn valuable skills including critical thinking, communication, teamwork, and current technology that will prepare them for successful positions in a wide range of management careers such as retail, banking, operations, purchasing, and public relations. This program is also designed for the student seeking to establish their own business and for the student already working who wants to advance in a business career by updating their managerial skills.   A Certificate of Proficiency in Business is also available.

## Program Student Learning Outcomes (PLOs)

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| **PLO #1**<br>(Reporting Year 1) | Apply critical thinking and problem-solving skills including economic and quantitative reasoning concepts to make informative business management decisions. |
| **PLO #2**<br>(Reporting Year 1) | Apply Generally Accepted Accounting Principles (GAAP) using a manual and computerized accounting system to record financial and managerial business transactions to prepare internal reports and financial statements. |
| **PLO #3**<br>(Reporting Year 2) | Understand legal, ethical, and social issues related to business decisions and the impact on various individuals, groups, and society. |
| **PLO #4**<br>(Reporting Year 2) | Demonstrate technology skills to integrate MS Office products to compose, format, and distribute business documents using word processing, spreadsheet, database, and presentation software. |
| **PLO #5**<br>(Reporting Year 3) | Create and maintain professional, user-friendly websites using modern web design software to accommodate the needs of the business office and customer. |
| **PLO #6**<br>(Reporting Year 3) | Interact in a business professional manner with supervisors, co-workers, and customers using written and oral communication skills for the business environment. |

PCCUA ASSESSMENT GUIDING QUESTIONS
Please respond based on the departmental discussion of the program assessment and how those outcomes reflect what students are learning and what needs to happen to improve student learning. You may provide this in a narrative or bulleted format. However, you must respond to each question and these responses should be based on your program assessment discussions. Please respond in red font.

**Program Student Learning Outcomes**

A. Are the intended educational (learning) outcomes for the program appropriate and assessed appropriately?
Yes, faculty submit assessment reports for the classes offered at the end of each semester that measure student learning outcomes. The results from assessment reports show whether or not the students have met Those course level SLOs feed into the program level outcomes so we are not only assessing at the course level, but also at the program level. Examples of assessment methods are unit exams, capstone case assignments, case studies, internship evaluations, and other grading rubrics.

B. How are the faculty and students accomplishing the program's student learning outcomes?
Faculty provides instruction that is designed to support student learning and to achieve the student learning outcomes. Courses are designed and assignments are provided based on these learning outcomes. Instruction is led through lecture, demonstration, hands-on assignments and simulations all to foster an environment for learning. Students attend class and complete assignments as required and are made aware of their progress in the courses/program throughout the semester.

C. How is the program meeting market/industry demands and/or preparing students for advanced study?
This program is designed to prepare students to work in an entry-level management positions after completing their degree. Program curriculum ensures that students are completing courses that help them develop the soft skills that employers are looking for in the workforce. Students take multiple classes related to the management and technology, they also complete an internship during their final semester in a business office to put the skills learned in the classroom to use in a business environment. This ensures that students are meeting those market/industry standards.

Our division also meets once per year with our advisory board committee. Those members have the opportunity to share what they feel is important within each division and we work with those individuals to meet those needs.

D. Do course enrollments and program graduation/completion rates justify the required resources?
Yes.

E. Based on the Program SLO's how well are students learning at the course and program level? Based on your assessment outcomes, how do you know this?
For both the course and program level, students are demonstrating what they are learning which is reflected in the assessment outcomes for each SLO. Based on the SLO assessment results, students are scoring at or above benchmarks which indicate student learning. Assessment results below the benchmark establish action plans to improve learning and outcome.

F. What are the changes you need to make to improved student learning?
- Incorporate additional means of instruction through more demonstration videos in Blackboard to offering tutoring sessions
- Provide Zoom office hours so students can check in with instructor at designated times throughout the week.

G. What are the weak areas demonstrating a need for improvement?
- Critical thinking is a crucial part in learning, and students within our program do struggle with thinking critically. Students tend to do well following along with the instructor/lectures, but when asked to complete tasks that require critical thinking, students tend to struggle with this.
- Offer additional tutoring and office hours for students.

H. What are the strengths identified through assessment?
- Retention rates for the Business Management Program are high
- Meeting or exceeding student learning benchmarks
- Successfully completing internship in a business office with high ratings from supervisors
- Students complete an internship that often results in job placement
- Students develop critical thinking, analytical and communication skills needed to succeed in the workforce.
- Students apply the understanding of terminology, business concepts and legal/ethical issues effecting the business environment through case study analysis. Current event articles keep the students informed on current topics.
- A stock market portfolio project helps the student understand the basic concepts of the stock market and its effect on the economy

**Program Curriculum**

A. Is the program curriculum appropriate to meet current and future market/industry needs and/or to prepare students for advanced study? Is that reflected in the assessment outcomes?
Yes, we discuss this program requirements/courses with industry leaders to ensure market/industry needs are being met. Program curriculum meets the current and future needs of the industry and prepares students for positions in the workforce as well as continuing education. These are measured in the assessment result action plans

B. Are program exit requirements appropriate?
Students are required to complete a capstone course to demonstrate their knowledge of skills used in Microsoft Office. They also complete an internship in their last semester.

C. Are students introduced to experiences within the workplace and introduced to professionals in the field?
Yes, students are introduced to technology and skills in the program's curriculum, then they are able to put what they have learned into practice in the office where they complete their internship. Students complete an internship which exposes them to experiences within the workplace and gives them the opportunity to network with professionals in the field.

D. Does the program promote and support interdisciplinary initiatives?
Yes

E. Does the program support the college STACC skill development expected of all PCCUA graduates? Explain how you know this through assessment.
Yes, this program has 7 Program Outcomes that are assessed based on the college core competencies. All STACC skills are embedded within the program curriculum and are assessed as part of the Program Outcomes.

F. Does the program provide respect and understanding for cultural diversity as evidenced in the curriculum, in program activities, in assignment of program responsibly and duties; in honors, awards and scholarship recognition; in recruitment?
This program recognizes cultural awareness through various aspects of attitude, beliefs, values, and experiences. Students learn respect for other students and instructors as they complete various courses and group projects. Participation in cultural activities on campus is encouraged in several of the courses. Curriculum incorporates working productively and effectively with other students of varying backgrounds through group projects and presentations.

**Budget Requests Forms**

Are more resources needed.  If so, has there been an effort to acquire these resources through the college budgeting process?
No additional resources are needed at this time.

What program requests did you make for the next year which are tied to needs related to assessment outcomes?
Normal budget requests were made for the 2023-2024 year.

| DIVISION OF BUSINESS AND INFORMATION SYSTEMS |
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| The Associate of Applied Science Business Management degree is a two-year program that prepares students to enter the world of business by developing managerial and technical skills required to work in small to large business environments. Students in this program will learn valuable skills including critical thinking, communication, teamwork, and current technology that will prepare them for successful positions in a wide range of management careers such as retail, banking, operations, purchasing, and public relations.<br><br>This program is also designed for the student seeking to establish their own business and for the student already working who wants to advance in a business career by updating their managerial skills.  A Certificate of Proficiency in Business is also available. |

**PLO 1: Apply critical thinking and problem-solving skills including economic and quantitative reasoning concepts to make informative business management decisions.**

| Student Learning Outcome | Related Courses | Benchmark: Assessment Criteria | Assessment Tools | Assessment Results | | | Action Plan |
|---|---|---|---|---|---|---|---|
| | | | | Result | Number of Students Achieved | Total Number of Students | |
| Students will analyze, interpret, and evaluate data necessary to solve problems and support business decisions. | BAN 113 | 75% of the students will score 70% or higher on a Case Study/Final Exam. | Rubric for Case Study | Not Assessed | | | |
| Students will apply a critical thinking approach to problem-solving and making effective business decision. | BMGT 233 | 80% of the students will score 70% or higher on the Post Test | Post Test – comprehensive | Not Assessed | | | |
| | BMGT 273 | 80% of the students will score between 80 and 100 rating scale | Employer's Evaluation Survey – Rubric | 100% | 3 | 3 | Since benchmark is being met, instructors plan to review survey and evaluate assessment. |
| | BMGT 283 | 70% of the students will score 70% or higher on the Chapter Test | Chapter Test - comprehensive | 73% | 8 | 11 | Will prepare study guide to review before taking test |

| Outcome | Course | Criteria | Assessment | % | Met | Total | Action Plan |
|---|---|---|---|---|---|---|---|
| | CT 1283 | 80% of the students will score 70% or higher on the Capstone Project | Capstone Project - Rubric | 84% | 4 | 5 | Will develop videos and/or practice units to review modules before students start the capstone project |
| Students will use logical analysis to apply a critical thinking approach to problem solving for business information systems. | CT 233 | 80% of the students will score 70% or higher on the Company Web Project | Company Web project – Rubric | 56% | 22 | 40 | Prepare units in smaller groups and provide tutoring sessions |
| | CT 273 | 80% of the students will score 70% or higher on the Comprehensive Application Project | Comprehensive Application Project - Rubric | 86% | 12 | 14 | Develop a review unit to help students' study for the comprehensive project |
| Students will organize raw data into Frequency Distribution tables and analyze with graphical presentations. | BMGT 283 | 70% of the students will score 70% or higher on the Chapter 2 test. | Chapter 2 objective Test | 73% | 8 | 11 | Prepare teaching example and additional practice units |
| Students will compute and interpret data using measures of location and measures of dispersion. | BMGT 283 | 70% of the students will score 70% or higher on the Chapter 3 test. | Chapter 3 objective Test | 73% | 8 | 11 | Prepare teaching example and additional practice units |
| Students will understand basic concepts of the Stock Market and its effect on the economy | ES 223 | 70% of the students will score 70% or higher on the portfolio. | Stock Market Portfolio – Rubric | 91% | 10 | 11 | Will continue to use portfolio guidelines and rubric |
| Students will understand the role/effects of demand, supply, equilibrium, scarcity, opportunity costs, and PPC in a market economy. | ES 213 | 70% of the students will score 70% or higher on the Unit Test. | Unit 2 Test: Chapters 1-4 comprehensive | 70% | 13 | 18 | Will provide practice test to help review chapter materials for comprehensive test |
| Students will understand the economic role of the government and the Federal Reserve on the economy. | ES 213 | 70% of the students will score 70% or higher on the Unit Test. | Unit 4 Test: Chapters 11-13 comprehensive | 56% | 11 | 19 | Will provide practice test to help review chapter materials for comprehensive test |

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| Student will compare and contrast the characteristics of the four market structures | ES 223 | 70% of the students will score 70% or higher on the Unit Test. | Unit 3: Test: Chapters 24-26 comprehensive | 28% | 3 | 11 | Will provide practice test to help review chapter materials for comprehensive test |
| **Total for Program Learning Outcome # 1 Average Assessment Results** | | | | **71.8%** | | | |

**PLO 2: Apply Generally Accepted Accounting Principles (GAAP) to record business transactions and prepare financial statements using a manual and computerized accounting system.**

| Student Learning Outcome | Related Courses | Benchmark: Assessment Criteria | Assessment Tools | Assessment Results | | | Action Plan |
|---|---|---|---|---|---|---|---|
| | | | | Result | Number of Students Achieved | Total Number of Students | |
| Students will understand the basic terminology and concepts that apply to the business environment. | BAN 213 | 80% of the students will score 70% or higher on Chapter Quizzes. | Cengage Chapter Quizzes | 65.8% | 14 | 21 | Provide practice quizzes to review before taking the graded quiz. Will allow students additional attempts to improve grade. |
| | BAN 223 | 80% of the students will score 70% or higher on Chapter Quizzes. | Cengage Chapter Quizzes | 74.6% | 15 | 19 | |
| Students will apply accounting functions for journal entries, ledgers, worksheets, and source documents in a manual accounting system. | BAN 213 | 80% of the students will score 70% or higher on Comprehensive Application. | Comprehensive Application Problem – Chapter 1-4 the Accounting Cycle. | 76% | 17 | 21 | Set checkpoint dates to monitor students' progress on the problem. Will offer tutoring sessions to guide students through the steps to complete the problem. |
| Students will analyze and record accounting transactions to prepare source documents using computerized accounting software. | BAN 283 | 80% of the students will score 70% or higher on Comprehensive Application. | Comprehensive Application Problem – Unit 1: Chapter 2-4 and Unit 2: Chapter 5-7 | 85% | 10 | 12 | Providing additional time to work on problem with due dates to check week totals before the end of the problem |
| **Total for Program Learning Outcome # 2 Average Assessment Results** | | | | **75.3%** | | | |

**PLO 3: Understand legal, ethical, and social issues related to business decisions and the impact on various individuals, groups, and society.**

| Student Learning Outcome | Related Courses | Benchmark: Assessment Criteria | Assessment Tools | Assessment Results | | | Action Plan |
|---|---|---|---|---|---|---|---|
| | | | | Result | Number of Students Achieved | Total Number of Students | |
| Students will demonstrate an understanding of major legal and ethical issues including guidelines and regulations as related to the business environment. | BAN 233 | 70% of the students will score 70% or higher on a Case Study Analysis. | Case Study Analysis | Not Assessed | | | |
| | BMGT 233 | 80% of the students will score 70% or higher on a Post Test. | Post Test - comprehensive | Not Assessed | | | |
| Students will demonstrate a professional attitude, work ethic, and respect of privacy laws/security issues in the work environment. | BMGT 273 | 80% of the students will score between 80 and 100 rating scale. | Employers Evaluation Survey – Rubric | 100% | 3 | 3 | Since benchmark is being met, instructors plan to review survey and evaluate assessment. |
| **Total for Program Learning Outcome # 3 Average Assessment Results** | | | | **100%** | | | |

**PLO 4: Demonstrate technology skills to integrate MS Office products to compose, format, and distribute business documents using word processing, spreadsheet, database, and presentation software.**

| Student Learning Outcome | Related Courses | Benchmark: Assessment Criteria | Assessment Tools | Assessment Results | | | Action Plan |
|---|---|---|---|---|---|---|---|
| | | | | Result | Number of Students Achieved | Total Number of Students | |
| Students will demonstrate skills in creating, formatting, and editing business letters, reports, memos, and tables in Microsoft Word. | CT 113 | 80% of the students will score 70% or higher on a Word Exam. | Word Application Exam | 84.5% | 149 | 175 | Develop additional word demonstrations to review modules. Will also develop reviews using Kahoot, SoftChalk, and Blackboard. |
| | CT 1233 | 80% of the students will score 70% or higher on a Word Exam. | Word Application Exam | 100% | 8 | 8 | Continue Reviewing modules before exams |
| | OT 133 | 70% of the students will score 70% or higher on a Module Test. | Module Unit Test | 88% | 12 | 13 | Continue working with students on application modules |
| Students will demonstrate skills in creating spreadsheets, entering data, editing, formatting, and creating formulas and charts in Microsoft Excel. | CT 113 | 80% of the students will score 70% or higher on an Excel Exam. | Excel Application Exam | 77.6% | 132 | 175 | Develop additional Excel demonstrations to review modules. Will also develop reviews using Kahoot, SoftChalk, and Blackboard. |
| | CT 1233 | 80% of the students will score 70% or higher on an Excel Exam. | Excel Application Exam | 100% | 8 | 8 | Continue Reviewing modules before exams |

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| Students will demonstrate skills in creating, editing, formatting, and adding enhancements to a presentation using Microsoft PowerPoint. | CT 113 | 80% of the students will score 70% or higher on a PowerPoint Exam. | PowerPoint Application Exam | 85% | 10 | 12 | Develop additional PPT demonstrations to review modules.  Will also develop reviews using Kahoot, SoftChalk, and Blackboard. |
| | CT 1233 | 80% of the students will score 70% or higher on a PowerPoint Exam. | PowerPoint Application Exam | 100% | 7 | 7 | Continue Reviewing modules before exams |
| Students will demonstrate skills in creating, querying, and maintaining a database using Microsoft Access. | CT 273 | 80% of the students will score 70% or higher on a Case Study Project. | Case Study Project – Rubric | 71% | 10 | 14 | Develop a review unit to help students' study for the comprehensive project |
| Students will demonstrate skills integrating Microsoft Office products to prepare multiple business documents. | CT 1283 | 80% of the students will score 70% or higher on a Capstone Project. | Capstone project - Rubric | 92% | 7 | 8 | Continue using practice lessons to help students review |
| **Total for Program Learning Outcome # 4** <br> **Average Assessment Results** | | | | **88.7%** | | | |

**PLO 5: Create and maintain professional, user-friendly websites using modern web design software to accommodate the needs of the business office and customers.**

| Student Learning Outcome | Related Courses | Benchmark: Assessment Criteria | Assessment Tools | Assessment Results | | | Action Plan |
|---|---|---|---|---|---|---|---|
| | | | | Result | Number of Students Achieved | Total Number of Students | |
| Students will demonstrate the required skills to design and code effective user-friendly web sites using modern web design software. | CT 233 | 80% of the students will score 70% or higher on a Company Web Project. | Company Web Project – Rubric | 56% | 22 | 40 | Prepare units in smaller groups and provide tutoring sessions |
| Students will demonstrate the skills required to design web sites that adhere to the American Disabilities Act and accommodate the needs of a diverse audience. | CT 233 | 80% of the students will score 70% or higher on a Company Web Project. | Company Web Project – Rubric | 56% | 22 | 40 | Prepare units in smaller groups and provide tutoring sessions |
| **Total for Program Learning Outcome # 5 Average Assessment Results** | | | | **56%** | | | |

**PLO 6: Interact in a business professional manner with supervisors, co-workers, and customers using written and oral communication skills for the business environment.**

| Student Learning Outcome | Related Courses | Benchmark: Assessment Criteria | Assessment Tools | Assessment Results | | | Action Plan |
|---|---|---|---|---|---|---|---|
| | | | | Result | Number of Students Achieved | Total Number of Students | |
| Students will demonstrate professional business etiquette, dress, and behavior skills at a business etiquette event or Internship worksite. | BAN 263 | 90% of the students will score 80% or higher on a Company Web Project. | Business Etiquette and Networking Event – Rubric | 85% | 10 | 12 | Provide networking examples and etiquettes for students to practice before events. |
| | BMGT 233 | | | Not Assessed | | | |
| Students will communicate effectively in a written manner by typing and submitting clear and concise business professional documents. | BAN 263 | 80% of the students will score 70% or higher on a Job Search project. | Resume and Job Search project | 75.6% | 86 | 108 | Provide additional examples on resumes and cover letters for student to reference. |
| | BMGT 233 | 80% of the students will score 70% or higher on a Group Presentation. | Group PowerPoint Presentation - Rubric | Not Assessed | | | |
| | ES 213 | 80% of the students will score 80% or higher on a Current Events Article. | Current Events Article #3 – Rubric | 73.9% | 14 | 19 | Provide more guidelines on professional documents; allow students to revise assignment after meeting to discuss mistakes. |
| | ES 223 | 80% of the students will score 80% or higher on a Current Events Article. | Current Events Article #2 – Rubric | 81.2% | 34 | 43 | Met benchmark; students are in the second semester with multiple times to work on similar assignments. |

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| Students will demonstrate oral communication skills by developing and presenting an individual/group presentation. | BAN 233 | 80% of the students will score 80% or higher on a Written Assignment. | Discussion Post / Written Assignment | Not Assessed | | | |
| | BAN 263 | 80% of the students will score 80% or higher on a Group Presentation. | Business Project PowerPoint Presentation - Rubric | 71% | 36 | 51 | Have students turn in draft then have a review session to review PPT before presenting. |
| Students will demonstrate oral skills with office supervisors, co-workers, and the public while working at the Internship work site. | BMGT 273 | 80% of the students will score between 80 and 100 rating scale. | Employer's Evaluation Survey – Rubric | 85% | 10 | 12 | Since benchmark is being met, instructors plan to review survey and evaluate assessment. |
| Students will interact in a professional manner with area businesses, co-workers, supervisors, and patient/customers at the Internship work site. | BMGT 273 | 80% of the students will score between 80 and 100 rating scale. | Employer's Evaluation Survey – Rubric | 85% | 10 | 12 | Since benchmark is being met, instructors plan to review survey and evaluate assessment. |
| **Total for Program Learning Outcome # 6 Average Assessment Results** | | | | **79.5%** | | | |