PCCUA PROGRAM ASSESSMENT PLAN

Division/Department: Business and Information Systems
Degree Program: Business Administration AA
Semester/Year: 2022-23 Academic Year

Mission Statement or Overview of Program

The Associate of Arts degree in Business Administration prepares students to transfer to a four-year institution with the academic skills that demonstrate a strong foundation in general education and business administration courses as recognized through the Arkansas Course Transfer System (ACTS). This two-year degree program is designed to introduce students to the various aspects of the business environment with an emphasis on the core business concepts of accounting, business law, economics, communications, and business statistics.

Program Student Learning Outcomes (PLOs)

PLO #1 (Reporting Year 1)	Understand legal, ethical, and social issues related to business decisions and the impact on various individuals, groups, and society.
PLO #2 (Reporting Year 1)	Analyze economic and quantitative reasoning concepts to apply a critical thinking approach for problem-solving and making effective business decisions.
PLO #3 (Reporting Year 2)	Apply Generally Accepted Accounting Principles (GAAP) using the accounting cycle to record, prepare, and analyze financial statements and other accounting internal reports for making effective business decisions.
PLO #4 (Reporting Year 2)	Demonstrate technology skills using business software applications to prepare documents, reports, and presentations for the business environment.
PLO #5 (Reporting Year 3)	Demonstrate verbal and written communication skills for the business environment, including presentation skills and interaction with diverse business groups.

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?
Student Learning Outcomes for the program are assessed appropriately to measure whether or not students have achieved the program outcomes. These assessments include case study analysis, tests, comprehensive application problems, application problem exams, presentations/projects, and grading rubrics.

B. How are the faculty and students accomplishing the program's student learning outcomes?
Faculty provide instruction that integrates program student learning outcomes. Faculty and students accomplish outcomes through program assessment of SLO's and analyzing assessment results to establish action plans for improvement based on outcomes.

C. How is the program meeting market/industry demands and/or preparing students for advanced study?
This program prepares students to transfer and continue their education as well as enter the workforce. Based on job placement data, 79% of students either transferred (32%) or were employed (47%).

D. Do course enrollments and program graduation/completion rates justify the required resources?
Course enrollments continue to increase and are above the minimum required numbers for classes. Completion rates meet required standards. A 3-year (2021-23) average of program graduates is 13.67.

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

Business Administration Program Outcomes – Fall 2022 and Spring 2023

F. What are the changes you need to make to improved student learning?
- Faculty need to revise Blackboard courses to include demonstration videos and instructional videos for students to review and practice concepts learned.
- Prepare Study Guides as appropriate for course materials. This will help students learn and apply concepts to application.
- Provide more designated tutoring sessions for faculty to meet with students one-on-one. Could also incorporate group study sessions.

G. What are the weak areas demonstrating a need for improvement?
- Critical Thinking skills – students struggle with applying what they are learning. Use more case study analysis to apply learning to business environments concepts.

H. What are the strengths identified through assessment?
Identified Strengths are:
- Student Retention Rates are above benchmark of 85% (2022-23 program Student Retention Average is 86.5%)
- Faculty are committed to student learning and doing what is needed to engage students to be successful. Faculty are accessible and available to students.
- Program and Course SLO's meet or exceed assessment measurements which indicates student learning.

Program Curriculum

A. Is the program curriculum appropriate to meet current and future market/industry needs and/or to prepare students for advanced study?   Yes Is that reflected in the assessment outcomes? Program curriculum is approved under the ACTS standards. Curriculum prepares students to transfer and continue their education and/or enter the workforce.

B. Are program exit requirements appropriate? Yes

C. Are students introduced to experiences within the workplace and introduced to professionals in the field?
Faculty incorporate real world experiences into course curriculum for students to apply classroom knowledge. Guest speakers from the business industry are utilized to provide interaction with professionals from the field of study.

D. Does the program promote and support interdisciplinary initiatives?
   Yes. Course curriculum incorporates various disciplines such as English, math, and computer information systems. Students apply learning from across disciplines to enhance program curriculum.

E. Does the program support the college STACC skill development expected of all PCCUA graduates? Explain how you know this through assessment.
   This program has 5 Program Outcomes that are assessed based on the college core competencies. All STACC skills are embedded within 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. Curriculum incorporates working productively and effectively with other students of varying backgrounds through group projects and presentations.

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

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 2023-24 year.

DIVISION OF BUSINESS AND INFORMATION SYSTEMS
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PLO 1: 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 Rubric	Not Assessed			
Students will understand the basic terminology and concepts that apply to the business environment.	ES 213	70% of the students will score 70% or higher on the Post Test	Post Test – comprehensive	67.6%	13	19	Provide practice test to review. Will require students to take Practice Test before taking the Post Test.
	ES 223	70% of the students will score 70% or higher on the Post Test	Post Test – Comprehensive	100%	11	11	
Total for Program Learning Outcome # 1 Average Assessment Results				**83.8%**			

PLO 2: Analyze economic and quantitative reasoning concepts to apply a critical thinking approach for problem-solving and making effective business 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 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 Comprehensive Test-Chapters 1-4.	Comprehensive Test - Chapters 1 - 4	70%	13	18	Provide practice test to review chapter concepts before taking the 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 Comprehensive Test-Chapters 11-13.	Comprehensive Test - Chapters 11 - 13	55.1%	11	19	Provide practice test to review chapter concepts before taking the test.
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 Comprehensive Test-Chapters 24-26.	Comprehensive Test - Chapters 24 - 26	27.3%	3	11	Provide practice test to review chapter concepts before taking the test.
Students will understand the basic terminology and concepts that apply to the business environment.	ES 213	70% of the students will score 70% or higher on the Post Test and Chapter Tests.	Post Test and Chapter Tests	67.6%	13	19	Provide practice test to review. Will require students to take Practice Test before taking the Post Test.
	ES 223	70% of the students will score 70% or higher on the Post Test and Chapter Tests.	Post Test and Chapter Tests	100%	11	11	
Students will apply a critical thinking approach to problem-solving and making effective business decisions.	BMGT 283	70% of the students will score 70% or higher on Chapter Tests.	All Chapter Tests	72.7%	8	11	Implement study review sessions with practice examples and tests. Will require students to participate in a set number of sessions.

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 Test	72.7%	8	11	See comment above
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 Test	72.7%	8	11	See comment above
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 Stock market Portfolio.	Stock Market Portfolio	90.9%	10	11	Benchmark was met; Students like this project. Will continue with checkpoint dates to monitor students progress.
Total for Program Learning Outcome # 2 Average Assessment Results				**69.9%**			

PLO 3: Apply Generally Accepted Accounting Principles (GAAP) using the accounting cycle to record, prepare, and analyze financial statements and other accounting internal reports for making effective business 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 understand the basic terminology and concepts that apply to the business environment.	BAN 213 BAN 223	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.
		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 demonstrate the ability to calculate three methods of depreciation and prepare journal entries for the disposal of fixed assets.	BAN 223	70% of the students will score 70% or higher on the Chapter 10 Test.	Chapter 10 Test	78.6%	16	19	Implement additional practice problems to review chapter materials.
Students will understand the corporate form of business organization by journalizing the entries for common and preferred and treasury stock and preparing financial statements.	BAN 223	70% of the students will score 70% or higher on the Chapter 13 Test.	Chapter 13 Test	78.6%	16	19	Implement additional practice problems to review chapter materials
Total for Program Learning Outcome # 3 Average Assessment Results				**74.7%**			

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PLO 4: Demonstrate technology skills using business software applications to prepare documents, reports, and presentations 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 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, Excel and PPT demonstrations to review modules. Will also develop reviews using Kahoot, SoftChalk, and Blackboard.
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	See comment above
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	74%	125	175	See comment above
Students will demonstrate the ability to utilize the Internet and conduct research.	CT 113	80% of the students will score 70% or higher on an Internet Research Project.	Internet Research Project-Rubric	78.3%	135	175	Move due date closer to the end of module 2 just after completing assignments on similar topics.
Total for Program Learning Outcome # 4 Average Assessment Results				**78.6%**			

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PLO 5: Demonstrate verbal and written communication skills for the business environment, including presentation skills and interaction with diverse business groups.							
				Assessment Results			
Student Learning Outcome	Related Courses	Benchmark: Assessment Criteria	Assessment Tools	Result	Number of Students Achieved	Total Number of Students	Action Plan
Students will communicate effectively in a written manner by typing and submitting clear and concise business professional documents.	BAN 263	75% of the students will score 70% or higher on the Resume/Job Search Assignment.	Resume/Job Search Assignment	75.6%	86	108	Provide additional examples on resumes and cover letters for student to reference.
	ES 213	80% of the students will score 80% or higher on a Current Events Article.	Current Events Articles #3	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 Articles #2	81.2%	34	43	Met benchmark; students are in the second semester with multiple times to work on similar assignments.
Students will demonstrate oral communication skills by developing and presenting an individual/group presentation.	BAN 233	70% of the students will score 70% or higher on a Discussion Post and Written Assignment	Discussion Post/Written Assignment	Not Assessed			
	BAN 263	85% of the students will score 80% or higher on a Business Project/Presentation.	Business Project Presentation - Rubric	71.5%	24	32	Develop guidelines and demonstration videos to help students prepare for presentation.

Students will demonstrate professional interactions by working productively and effectively with other students of varying backgrounds to complete a group project and presentation.	BAN 263	85% of the students will score 80% or higher on a Business Project/Presentation.	Business Project Presentation - Rubric	75.8%	88	108	Will do ice breaker activity to help students learn more about each other before working on the project.
Total for Program Learning Outcome # 5 Average Assessment Results				75.6%			

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