PCCUA PROGRAM ASSESSMENT PLAN

Division/Department: Business and Information Systems
Degree Program: Business Administration AA
Semester/Year: 2024-25 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?
Yes. The five Program Learning Outcomes (PLOs) are aligned with transfer readiness and workforce competencies. Assessments include case studies, comprehensive exams, post-tests, application problems, projects, and rubrics. Results show averages ranging from 65% (PLO #2) to 81.3% (PLO #4), demonstrating that benchmarks are generally met but some areas need additional support.

B. How are the faculty and students accomplishing the program's student learning outcomes?
Faculty incorporate PLOs into instruction through embedded assignments, application projects, and software use. Students demonstrate outcomes in courses like economics, accounting, and computer information systems. Faculty analyze assessment results and develop targeted action plans (e.g., adding videos, practice tests, tutoring) to address gaps.

C. How is the program meeting market/industry demands and/or preparing students for advanced study?
The curriculum is ACTS-approved and ensures transferability. Students gain skills in accounting, economics, technology, and communication that prepare them for both transfer and entry-level workforce positions.

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

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?

Overall program outcome average is **70.6%**, indicating students are meeting benchmarks. PLO 4 (technology) exceeded benchmarks with **81.3%**, while PLO 2 (quantitative reasoning) fell below at **65%**. Faculty rely on course-level post-tests, case studies, and application problems to confirm learning, and results inform action plans.

F. What are the changes you need to make to improved student learning?

- Revise Blackboard courses to include demonstration and instructional videos.
- Provide study guides and practice materials.
- Increase faculty-led tutoring sessions and group study opportunities.
- Add checkpoints for long-term projects like the accounting cycle and stock market portfolio

What are the weak areas demonstrating a need for improvement?

- **Critical thinking/application of concepts** (PLO #2: 65%).
- **Accounting application problems** (Comprehensive Application at 62%).
- **Communication skills** (PLO #5: 68.8%), especially in oral presentations and professional writing.

These areas require more applied practice, structured support, and scaffolding.

What are the strengths identified through assessment?

- Technology skills (PLO #4: 81.3%) consistently exceeded benchmarks.
- Faculty engagement and accessibility contribute to student success.
- Program and course outcomes generally meet or exceed benchmarks

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? Curriculum is ACTS-approved, ensuring transferability. Outcomes show readiness for both workforce entry and continued education. Students' strong performance in technology and accounting foundations supports this alignment.

B. Are program exit requirements appropriate? Yes, requirements align with institutional standards and ACTS guidelines.

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. Faculty integrate real-world experiences, such as guest speakers and applied projects, which connect students to business environments.

E. Does the program support the college STACC skill development expected of all PCCUA graduates? Explain how you know this through assessment.
Yes. All five program outcomes are mapped to STACC competencies, and results confirm achievement through embedded assessment.

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?
Yes. Group projects, presentations, and professional interaction activities encourage collaboration with peers from diverse backgrounds, fostering cultural awareness

Budget Requests Forms

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

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 next academic year.

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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.	BLAW 20303 (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.	ECON 21003 (ES 213)	70% of the students will score 70% or higher on the Post Test	Post Test – comprehensive	68%	25	41	Provide practice test to review. Will require students to take Practice Test before taking the Post Test.
	ECON 22003 (ES 223)	70% of the students will score 70% or higher on the Post Test	Post Test – Comprehensive	69%	13	21	
Total for Program Learning Outcome # 1 Average Assessment Results				**68.5%**			

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.	ECON 21003 (ES 213)	70% of the students will score 70% or higher on the Comprehensive Test Chapters 1-4.	Comprehensive Test - Chapters 1 - 4	78%	32	41	Offer online office hours and more video to explain the material. Create more vocabulary assignments to familiarize students with terminology.
Students will understand the economic role of the government and the Federal Reserve on the economy.	ECON 21003 (ES 213)	70% of the students will score 70% or higher on the Comprehensive Test Chapters 11-13.	Comprehensive Test - Chapters 11 - 13	66%	24	41	Provide practice test to review chapter concepts before taking the test.
Student will compare and contrast the characteristics of the four market structures.	ECON 22003 (ES 223)	70% of the students will score 70% or higher on the Comprehensive Test Chapters 24-26.	Comprehensive Test - Chapters 24 - 26	51%	9	21	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.	ECON 21003 (ES 213)	70% of the students will score 70% or higher on the Post Test and Chapter Tests.	Post Test and Chapter Tests	68%	26	41	Encourage students to complete the study questions and practice questions posted in BB. Also have students review recorded lectures that are posted.
	ECON 22003 (ES 223)	70% of the students will score 70% or higher on the Post Test and Chapter Tests.	Post Test and Chapter Tests	69%	19	21	

Students will apply a critical thinking approach to problem solving and making effective business decisions.	BUSI 21003 (BMGT 283)	70% of the students will score 70% or higher on Chapter Tests.	All Chapter Tests	Not Assessed			
Students will organize raw data into Frequency Distribution tables and analyze with graphical presentations.	BUSI 21003 (BMGT 283)	70% of the students will score 70% or higher on the Chapter 2 Test.	Chapter 2 Test	Not Assessed			
Students will compute and interpret data using measures of location and measures of dispersion.	BUSI 21003 (BMGT 283)	70% of the students will score 70% or higher on the Chapter 3 Test.	Chapter 3 Test	Not Assessed			
Students will understand basic concepts of the Stock Market and its effect on the economy.	ECON 22003 (ES 223)	70% of the students will score 70% or higher on the Stock market Portfolio.	Stock Market Portfolio	58%	13	21	Implement a weekly log submission to help keep track of students' progress.
Total for Program Learning Outcome # 2 Average Assessment Results				**65%**			

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.	ACCT 20003 (BAN 213)	80% of the students will score 70% or higher on Chapter Quizzes.	Cengage Chapter Quizzes	73%	17	25	Additional videos and short assignments to help students have a better understanding of accounting principles, terminology, and concepts. Encourage student to take full advantage of study questions provided to them.
	ACCT 20103 (BAN 223)	80% of the students will score 70% or higher on Chapter Quizzes.	Cengage Chapter Quizzes	79%	10	13	
Students will apply accounting functions for journal entries, ledgers, worksheets, and source documents in a manual accounting system.	ACCT 20003 (BAN 213)	80% of the students will score 70% or higher on Comprehensive Application.	Comprehensive Application Problem – Chapter 1-4 the Accounting Cycle	62%	14	25	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.	ACCT 20103 (BAN 223)	70% of the students will score 70% or higher on the Chapter 10 Test.	Chapter 10 Test	68%	9	13	Implement additional practice problems to review chapter materials. Utilize Cengage platform for additional practice.

Students will understand the corporate form of business organization by journalizing the entries for common and preferred and treasury stock and preparing financial statements.	ACCT 20103 (BAN 223)	70% of the students will score 70% or higher on the Chapter 13 Test.	Chapter 13 Test	66%	9	13	Implement additional practice problems to review chapter materials. Utilize Cengage platform for additional practice.
Total for Program Learning Outcome # 3 Average Assessment Results				**69.6%**			

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.	CPSI 10103 (CT 113)	80% of the students will score 70% or higher on a Word Exam.	Word Application Exam	85%	158	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.	CPSI 10103 (CT 113)	80% of the students will score 70% or higher on an Excel Exam.	Excel Application Exam	78%	145	175	See comment above
Students will demonstrate skills in creating, editing, formatting, and adding enhancements to a presentation using Microsoft PowerPoint.	CPSI 10103 (CT 113)	80% of the students will score 70% or higher on a PowerPoint Exam.	PowerPoint Application Exam	82%	144	175	See comment above

Students will demonstrate the ability to utilize the Internet and conduct research.	CPSI 10103 (CT 113)	80% of the students will score 70% or higher on an Internet Research Project.	Internet Research Project-Rubric	80%	159	175	Met benchmark: Keep due date close to the end of module 2 just after completing assignments on similar topics.
Total for Program Learning Outcome # 4 Average Assessment Results				**81.3%**			

PLO 5: Demonstrate verbal and written communication skills for the business environment, including presentation skills and interaction with diverse business groups.							
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 communicate effectively in a written manner by typing and submitting clear and concise business professional documents.	BUSI 20103 (BAN 263)	75% of the students will score 70% or higher on the Resume/Job Search Assignment.	Resume/Job Search Assignment	72%	21	29	Provide additional resume and cover letter examples along with other references related to job searches,
	ECON 21003 (ES 213)	80% of the students will score 80% or higher on a Current Events Article.	Current Events Articles #3	75%	26	41	Provide more guidelines on professional documents; allow students to revise assignment after meeting to discuss mistakes.
	ECON 22003 (ES 223)	80% of the students will score 80% or higher on a Current Events Article.	Current Events Articles #2	66%	13	21	Assist students with finding appropriate current events articles.
Students will demonstrate oral communication skills by developing and presenting an individual/group presentation.	BLAW 20303 (BAN 233)	70% of the students will score 70% or higher on a Discussion Post and Written Assignment	Discussion Post/Written Assignment	Not Assessed			

	BUSI 20103 (BAN 263)	85% of the students will score 80% or higher on a Business Project/Presentation.	Business Project Presentation - Rubric	65%	17	29	Provide additional resources/assistance to students while completing this project.
Students will demonstrate professional interactions by working productively and effectively with other students of varying backgrounds to complete a group project and presentation.	BUSI 20103 (BAN 263)	85% of the students will score 80% or higher on a Business Project/Presentation.	Business Project Presentation - Rubric	66%	17	29	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				**68.8%**			
Total Program Outcomes for Business Administration AA				**70.6%**			