

PCCUA PROGRAM ASSESSMENT PLAN

Division/Department: Business and Information Systems

Degree Program: Business Management AAS

Semester/Year: 2023-24 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)

PLO #1 (Reporting Year 1)	Apply critical thinking and problem-solving skills including economic and quantitative reasoning concepts to make informative business management decisions.
PLO #2 (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 (Reporting Year 2)	Understand legal, ethical, and social issues related to business decisions and the impact on various individuals, groups, and society.
PLO #4 (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 (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 (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?
At the end of each semester, faculty submit assessment reports for their courses to measure student learning outcomes (SLOs). These results indicate whether students have achieved the expected outcomes at the course level. The course-level SLOs also align with and contribute to program-level outcomes, ensuring that assessment takes place at both levels. Common methods of assessment include unit exams, capstone case assignments, case studies, internship evaluations, and grading rubrics.
- B. How are the faculty and students accomplishing the program's student learning outcomes?
Faculty design instruction to promote student learning and ensure achievement of student learning outcomes. Courses and assignments are structured around these outcomes, with instruction delivered through a variety of methods such as lectures, demonstrations, hands-on activities, and simulations to create a dynamic learning environment. Students are responsible for attending class, completing required assignments, and are provided regular feedback on their progress throughout the semester.
- C. How is the program meeting market/industry demands and/or preparing students for advanced study?
The program is structured to prepare students for entry-level management roles upon graduation. Coursework emphasizes both management and technology, while also developing the soft skills that employers value in the workplace. During the final semester, students complete an internship in a business setting, providing the opportunity to apply classroom knowledge in practice and demonstrate readiness to meet industry expectations.

Each year, the division also meets with its advisory board. These industry representatives share insights on current workforce needs, and we work closely with them to ensure the program continues to align with market standards.

- 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?
At both the course and program levels, student learning is demonstrated through assessment outcomes tied to each SLO. Results show that students are generally performing at or above established benchmarks, indicating achievement of learning outcomes. When results fall below benchmarks, action plans are developed and implemented to strengthen student learning and improve outcomes."
- F. What are the changes you need to make to improved student learning?
To further enhance student learning, faculty plan to expand instructional support by integrating more demonstration videos into Blackboard and offering targeted tutoring opportunities. In addition, virtual office hours will be scheduled through Zoom at set times each week, providing students with greater access to instructors for questions, feedback, and individualized support.
- G. What are the weak areas demonstrating a need for improvement?
The weakest areas are critical thinking/quantitative reasoning, accounting quizzes (BAN 223), certain Microsoft Office skills (Word, PowerPoint, Capstone), web design project details, and professional communication/etiquette skills. These results highlight the need for additional practice opportunities, tutoring, review resources, and more structured guidance to support student success.
- H. What are the strengths identified through assessment?
 - **Strong retention and completion rates.**
 - **Students meeting or exceeding benchmarks in several areas (e.g., Accounting Cycle, Word/Excel/PowerPoint, Internship evaluations).**
 - **High supervisor ratings during internships, with many leading to job offers.**
 - **Solid proficiency with Microsoft Office applications.**
 - **Development of analytical, communication, and professional workplace skills.**

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?
We regularly review program requirements and courses with industry leaders to ensure alignment with current and emerging workforce needs. The curriculum is designed to prepare students for both immediate employment and continued education, and its effectiveness is measured through assessment results and corresponding 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 first gain technology skills and business knowledge through the program's curriculum, then apply what they have learned during their internship. The internship provides valuable workplace experience and opportunities 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 2024-2025 year.

DIVISION OF BUSINESS AND INFORMATION SYSTEMS							
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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%	4	4	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	Not Assessed			

	CT 1283	80% of the students will score 70% or higher on the Capstone Project	Capstone Project - Rubric	100%	2	2	Develop videos and/or practice units to help students review key modules prior to beginning 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	83%	30	38	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	Not assessed			
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	65%	3	7	Encourage students to utilize tutorials and study tools that are available in McGraw Hill Connect
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	62%	5	7	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	64%	9	16	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	55%	16	29	Will provide practice test to help review chapter materials for comprehensive test
Students will understand the economic role of the government and the	ES 213	70% of the students will score 70% or higher on the Unit Test.	Unit 4 Test: Chapters 11-13 comprehensive	73%	20	29	Will provide practice test to help review chapter materials for comprehensive test

Federal Reserve on the economy.							
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	56%	4	9	Will provide practice test to help review chapter materials for comprehensive test
Total for Program Learning Outcome # 1 Average Assessment Results				73.1%			

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	82%	11	13	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	61%	4	9	
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.	95%	11	13	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	Not Assessed			
Total for Program Learning Outcome # 2 Average Assessment Results				79.3%			

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	56%	4	6	
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%	4	4	Since benchmark is being met, instructors plan to review survey and evaluate assessment.
Total for Program Learning Outcome # 3 Average Assessment Results				78%			

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	86%	136	159	Provide detailed instructional videos. Track views and encourage students to watch and work along.
	CT 1233	80% of the students will score 70% or higher on a Word Exam.	Word Application Exam	89%	4	4	Continue Reviewing modules before exams
	OT 133	70% of the students will score 70% or higher on a Module Test.	Module Unit Test	61%	11	17	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	65%	123	159	Provide detailed instructional videos. Track views and encourage students to watch and work along.
	CT 1233	80% of the students will score 70% or higher on an Excel Exam.	Excel Application Exam	86%	3	4	Continue Reviewing modules before exams

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	84%	132	159	Provide detailed instructional videos. Track views and encourage students to watch and work along.
	CT 1233	80% of the students will score 70% or higher on a PowerPoint Exam.	PowerPoint Application Exam	60%	2	4	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	67%	1	2	Continue using practice lessons to help students review
Total for Program Learning Outcome # 4 Average Assessment Results				74.3%			

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	93%	24	32	Review folder structure and file naming practices so students understand importance
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	80%	23	32	Provide visual examples of previous company web projects to provide students with a better understanding of the expectations
Total for Program Learning Outcome # 5 Average Assessment Results				86.5%			

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	78%	21	30	Provide additional examples and assignments related to proper business dress and business etiquette.
	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	64%	19	30	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	88%	26	29	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	65%	11	16	Discuss time managements with students. Those that turned in assignments scored 90% or higher.

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	74%	21	30	Students will have the opportunity to submit drafts with a review session.
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	100%	4	4	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	100%	4	4	Since benchmark is being met, instructors plan to review survey and evaluate assessment.
Total for Program Learning Outcome # 6 Average Assessment Results				81.3%			
Total Program Outcomes for Business Management AAS				78.8%			