

PCCUA PROGRAM ASSESSMENT PLAN

Division/Department: Business and Information Systems

Degree Program: Business Management AAS

Semester/Year: 2024-2025 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?
Yes. The six Program Learning Outcomes (PLOs) are aligned with essential business competencies such as critical thinking, accounting principles, ethics, technology applications, web design, and professional communication. Assessment is conducted through case studies, exams, projects, employer surveys, and internship evaluations. Data across PLOs show benchmarks were generally met or closely approached, with program-level averages ranging from 70.5% to 97%, confirming appropriate and consistent assessment.
- B. How are the faculty and students accomplishing the program's student learning outcomes?
Faculty design assignments and exams aligned with benchmarks (e.g., case studies in BUSI 23333, employer evaluations in BUSI 27353, and portfolio projects in ECON 22003). Students demonstrated achievement through assessments such as 94% on management post-tests, 92% on the Capstone Project, and 100% on employer surveys, indicating that faculty are scaffolding instruction and students are actively applying skills.
- C. How is the program meeting market/industry demands and/or preparing students for advanced study?
The program incorporates applied projects (e.g., Stock Market Portfolio, Company Web Project, Capstone MS Office Project) and a required internship where students received high supervisor ratings (85–100%). Advisory board input ensures curriculum relevance. These experiences not only prepare students for workforce entry but also for transfer or continued study in business-related fields.

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

Yes. Assessment results demonstrate consistent student participation and successful outcomes across multiple business, accounting, and economics courses. The average program outcome of **80.4%** supports continued allocation of resources to sustain quality.

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?

Students are learning effectively, as indicated by overall program outcome averages above benchmarks:

- PLO 1 (Critical Thinking): 76.8%
- PLO 2 (Accounting/GAAP): 70.5%
- PLO 3 (Ethics/Legal Issues): 97%
- PLO 4 (Technology/MS Office): 80.8%
- PLO 5 (Web Design): 79%
- PLO 6 (Professional Communication): 78.4%

The aggregated program average of **80.4%** demonstrates students are meeting outcomes, with action plans addressing areas below benchmark.

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

- Develop more **demonstration videos** and **practice units** (e.g., Capstone and Excel modules).
- Expand **tutoring sessions** and review opportunities (particularly for economics and accounting).
- Provide **practice tests** and review activities before comprehensive assessments.
- Offer **additional resume/cover letter examples** and require drafts for projects/presentations.

G. What are the weak areas demonstrating a need for improvement?

- **Accounting benchmarks (62–68%)** show a need for stronger instructional supports.
- **Economics concepts** such as market structures (51%) and government/Fed impact (66%) scored below target.
- **Professional communication projects** (e.g., Resume Project 72%, Business Project PPT 65%) reveal gaps in written and oral communication.
- Critical thinking, though averaging 76.8%, shows variation across assessments, signaling a need for reinforcement.

H. What are the strengths identified through assessment?

- High performance in ethics and legal outcomes (97%).
- Technology applications in MS Office demonstrated strong results, particularly in Word (85%) and PowerPoint (82%).
- Employer evaluations (85–100%) indicate professional readiness in internships.
- Students exceeded benchmarks on the Capstone Project (92%) and management post-tests (94%).
- The program provides applied learning opportunities (internships, case studies, stock portfolio projects) that connect theory to practice and support job placement.

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. The curriculum includes core courses in management, accounting, economics, technology, and communication, all aligned with current workplace demands. Applied learning through the **Capstone Project (92%)**, **Company Web Project (79%)**, and **Stock Market Portfolio** assignments ensures that students gain practical, transferable skills. Internship employer surveys (85–100%) confirm that graduates are prepared for workforce needs. Advisory board feedback is incorporated to keep the curriculum aligned with industry expectations, and assessment results verify student achievement of these outcomes.

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 complete a **Capstone course** that requires mastery of Microsoft Office applications and an **internship in their final semester**. These exit requirements ensure that graduates demonstrate both technical proficiency and workplace readiness. Employer evaluations consistently meet or exceed benchmarks, validating the appropriateness of these requirements.

D. Does the program promote and support interdisciplinary initiatives?

Yes. The program integrates skills from multiple disciplines including **English (written/oral communication projects)**, **mathematics (economic and accounting data analysis)**, and **computer information systems (MS Office, database, web design)**. These interdisciplinary applications strengthen student learning by requiring them to apply knowledge across fields to solve business problems.

- E. Does the program support the college STACC skill development expected of all PCCUA graduates? Explain how you know this through assessment.
Yes. All STACC skills (Social/Personal Development, Technology, Analytical/Problem-Solving, Communication, and Cultural Awareness) are embedded in the Business Management curriculum. For example, **technology is assessed through MS Office applications (80.8% average), **analytical thinking** through economics and accounting assessments (70.5–76.8%), and **communication** through resumes, reports, and group presentations (72–91%). Assessment results confirm that students are meeting these expectations.**
- 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. Cultural awareness is embedded in assignments and group projects requiring collaboration with diverse peers. The curriculum also emphasizes **ethical and social issues in business (PLO 3 average: 97%), encouraging students to consider the impact of decisions on individuals and society. Participation in cultural campus activities and group presentations further reinforces respect for diversity and teamwork in varied settings.**

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 2025-2026 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.	BUSI 10103 (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.	BUSI 23333 (BMGT 233)	80% of the students will score 70% or higher on the Post Test	Post Test – comprehensive	94%	2	2	Benchmark met, but instructors will ensure that all students complete the review exam prior to the post test.
	BUSI 27353 (BMGT 273)	80% of the students will score between 80 and 100 rating scale	Employer's Evaluation Survey – Rubric	100%	2	2	Since benchmark is being met, instructors plan to review survey and evaluate assessment.
	BUSI 21003 (BMGT 283)	70% of the students will score 70% or higher on the Chapter Test	Chapter Test - comprehensive	Not Assessed			

	BUSI 12853 (CT 1283)	80% of the students will score 70% or higher on the Capstone Project	Capstone Project - Rubric	92%	1	1	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.	CPSI 13343 (CT 233)	80% of the students will score 70% or higher on the Company Web Project	Company Web project – Rubric	79%	11	14	Prepare units in smaller groups and provide tutoring sessions
	CPSI 27343 (CT 273)	80% of the students will score 70% or higher on the Comprehensive Application Project	Comprehensive Application Project - Rubric	73%	8	11	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.	BUSI 21003 (BMGT 283)	70% of the students will score 70% or higher on the Chapter 2 test.	Chapter 2 objective 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 objective 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 portfolio.	Stock Market Portfolio – Rubric	58%	13	21	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.	ECON 21003 (ES 213)	70% of the students will score 70% or higher on the Unit Test.	Unit 2 Test: Chapters 1-4 comprehensive	78%	32	41	Will provide practice test to help review chapter materials for comprehensive test
Students will understand the economic role of the government and the	ECON 21003 (ES 213)	70% of the students will score 70% or higher on the Unit Test.	Unit 4 Test: Chapters 11-13 comprehensive	66%	26	41	Encourage students to complete the study questions and practice questions posted in

Federal Reserve on the economy.							BB. Also have students review recorded lectures that are posted.
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 Unit Test.	Unit 3: Test: Chapters 24-26 comprehensive	51%	9	21	Will provide practice test to help review chapter materials for comprehensive test
Total for Program Learning Outcome # 1 Average Assessment Results				76.8%			

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.	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 analyze and record accounting transactions to prepare source documents using computerized accounting software.	ACCT 28333 (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	68%	9	13	Implement additional practice problems to review chapter materials. Utilize Cengage platform for additional practice.
Total for Program Learning Outcome # 2 Average Assessment Results				70.5%			

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.	BLAW 20303 (BAN 233)	70% of the students will score 70% or higher on a Case Study Analysis.	Case Study Analysis	Not Assessed			
	BUSI 23333 (BMGT 233)	80% of the students will score 70% or higher on a Post Test.	Post Test - comprehensive	94%	2	2	Provide practice test to review. Will require students to take Practice Test before taking the Post Test.
Students will demonstrate a professional attitude, work ethic, and respect of privacy laws/security issues in the work environment.	BUSI 27353 (BMGT 273)	80% of the students will score between 80 and 100 rating scale.	Employers Evaluation Survey – Rubric	100%	2	2	Since benchmark is being met, instructors plan to review survey and evaluate assessment.
Total for Program Learning Outcome # 3 Average Assessment Results				97%			

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.	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 demonstrations to review modules. Will also develop reviews using Kahoot, SoftChalk, and Blackboard.
	BUSI 12353 (CT 1233)	80% of the students will score 70% or higher on a Word Exam.	Word Application Exam	Not Assessed			
	HIMT 11303 (OT 133)	70% of the students will score 70% or higher on a Module Test.	Module Unit Test	Not Assessed			
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	Develop additional Excel demonstrations to review modules. Will also develop reviews using Kahoot, SoftChalk, and Blackboard.
	BUSI 12353 (CT 1233)	80% of the students will score 70% or higher on an Excel Exam.	Excel Application Exam	Not Assessed			

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	Develop additional PPT demonstrations to review modules. Will also develop reviews using Kahoot, SoftChalk, and Blackboard.
	BUSI 12353 (CT 1233)	80% of the students will score 70% or higher on a PowerPoint Exam.	PowerPoint Application Exam	Not Assessed			
Students will demonstrate skills in creating, querying, and maintaining a database using Microsoft Access.	CPSI 27343 (CT 273)	80% of the students will score 70% or higher on a Case Study Project.	Case Study Project – Rubric	67%	2	3	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.	BUSI 12853 (CT 1283)	80% of the students will score 70% or higher on a Capstone Project.	Capstone project - Rubric	92%	1	1	Continue using practice lessons to help students review
Total for Program Learning Outcome # 4 Average Assessment Results				80.8%			

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.	CPSI 13343 (CT 233)	80% of the students will score 70% or higher on a Company Web Project.	Company Web Project – Rubric	79%	11	14	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.	CPSI 13343 (CT 233)	80% of the students will score 70% or higher on a Company Web Project.	Company Web Project – Rubric	79%	11	14	Prepare units in smaller groups and provide tutoring sessions
Total for Program Learning Outcome # 5 Average Assessment Results				79%			

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.	BUSI 20103 (BAN 263)	90% of the students will score 80% or higher on a Company Web Project.	Business Etiquette and Networking Event – Rubric	76%	20	29	Provide networking examples and etiquettes for students to practice before events.
	BUSI 23333 (BMGT 233)			Not Assessed			
Students will communicate effectively in a written manner by typing and submitting clear and concise business professional documents.	BUSI 20103 (BAN 263)	80% of the students will score 70% or higher on a Job Search project.	Resume and Job Search project	72%	21	29	Provide additional examples on resumes and cover letters for student to reference.
	BUSI 23333 (BMGT 233)	80% of the students will score 70% or higher on a Group Presentation.	Current Events Article #1- Rubric	91%	2	2	
	ECON 21003 (ES 213)	80% of the students will score 80% or higher on a Current Events Article.	Current Events Article #3 – Rubric	72%	21	29	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 Article #2 – Rubric	66%	13	21	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.	BUSI 23333 (BMGT 233)	80% of the students will score 80% or higher on a Written Assignment.	Discussion Post / Written Assignment	Not Assessed			
	BUSI 20103 (BAN 263)	80% of the students will score 80% or higher on a Group Presentation.	Business Project PowerPoint Presentation - Rubric	65%	17	29	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.	BUSI 27353 (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.	BUSI 27353 (BMGT 273)	80% of the students will score between 80 and 100 rating scale.	Employer's Evaluation Survey – Rubric	100%	2	2	Since benchmark is being met, instructors plan to review survey and evaluate assessment.
Total for Program Learning Outcome # 6 Average Assessment Results				78.4%			
Total Program Outcomes for Business Management AAS				80.4%			