Program Assessment Plan

Business Administration

Chair: Dr. Carol Miller

Faculty

William Carter

Lynn Wilson

Dr. Martin Sabo

Fall 2015

Table of Content

Mission Statement	2
Vison Statement	2
Program Objectives (SLO's)	3
AA Business	
AAS Management	•
AAS Marketing	
Certificate Entrepreneurship	
Certificate Retail Management	

Student Learning Outcomes Business Administration – AA Degree

Core Courses	Knowledge of Business	Ability to Conduct	Competencies in Various
	Definition and Concepts	Research	Modes of Technology
BUS 115	Beginning	Beginning	Beginning
	Test	Business plan	Presentations
	Business Plan	Class project	Tresemutions
		Interview & report	
BUS 216	Intermediate	Mastery	Mastery
	Writing a Brief	Brief Analysis	Case study
			Presentation
	Intermediate	Intermediate	Group presentation Mastery
BUS 217	Intermediate	Intermediate	Mastery
		Term Paper	Class
	Write Business Letters & emails		Presentation Paper presentation
	Group discussion		raper presentation
	Test		
BUS 226		Intermediate	N/A
:	Beginning		
	Statistic		
	Analysis	Statistical analysis	21/4
			N/A

Core Courses	Knowledge of Business	Ability to Conduct	Competencies in Various
core courses	Definition and Concepts	Research	Modes of Technology
BUS 110	Jennier und sensepte	/	"
	Bastonia -	Beginning	Beginning
	Beginning Presentation		
			Prezi or wevideo
		Devise marketing plan	
DUCAAR	Paginaine /	Beginning	Beginning
BUS 115	Beginning	beginning	beginning
	Test	Business plan	Presentations
	Business Plan	Class project	
BUS 216	Intermediate	Mastery	Mastery
		Brief Analysis	Case study
	Writing a Brief		Presentation
D110 047	Intermediate	Mastery	Group presentation
BUS 217	Intermediate	Iviastery	Mastery
			Class
	Write Business Letters	Term Paper	Presentation
		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Paper presentation
	Group discussion		
MAN 160			
	Beginning	Intermediate	Intermediate
	Class discussion		
	Paper	Research Paper	Create spreadsheet
		. ape.	
MAN 216			
	Intermediate	Intermediate	Mastery
	Case study	Competitor analysis	
	Test	Research paper	Computer gen. pres.
MAR 111			
MUN TTT	Beginning	Beginning	Beginning
	Presentation		
	Activity	Case study	Presentation

Student Learning Outcomes Business Administration - Entrepreneurship Certificate

MAR 160	Beginning	Beginning	Beginning
	Text Group activity	Project	Computer gen. pres.
MAR 216	Intermediate	Intermediate	Mastery
	Group Activities	Term paper Case study	Computer gen. pres.

Student Learning Outcomes Business Administration – Retail Management Certificate

Core	Knowledge of Business	Ability to Conduct	Competencies in
Courses	Definition and Concepts	Research	Various Modes of
			Technology
BUS 115	Beginning	Beginning	Beginning
	Test	Business plan	
	Business Plan	Class project	Presentations
BUS 216	Intermediate	Mastery	Mastery
BUS 216	intermediate	Wastery /	Widstery
			
	Writing a Brief	Brief Analysis	Case study Presentation
	Writing a brief		Group presentation
BUS 217	Intermediate	Mastery /	Mastery
	Write Business	Term Paper	Class
	Letters		Presentation
	Group discussion		Paper presentation
MAN 128	<u> </u>	 	
IVIAIV 128		Intermediate	Intermediate
	Intermediate	Case	
		Study	
	Presentation		Computer gen.
BAABI 200	/	/	pres.
MAN 200	Intermediate	Mastery	Intermediate
		Case	
	Term Paper	study analysis	
			Computer gen. pres.

Student Learning Outcomes Business Administration – Retail Management Certificate

MAN 225	Intermediate	Mastery	Mastery
	Test	Case study analysis	Computer gen. pres.
MAN 226	Intermediate	Mastery	Mastery
	Group project	Case study analysis	Computer gen. pres.
MAR 117	Intermediate	Mastery	Mastery
	Project	Research paper	Computer gen. pres.
MAR 216	Intermediate	Mastery	Mastery
	Group Activity	Chapter group project	Computer gen. pres.

Core Courses	Knowledge of Business	Ability to Conduct	Demonstrate
	Definition and Concepts	Research	Competencies in Various
			Modes of Technology
BUS 115	Beginning	Beginning	Beginning
503 113			
	Test	Business plan	Presentations
	Business Plan	Class project Library Lab	
		Library Edu	
BUS 216	Intermediate	Mastery	Mastery
			/
		Brief Analysis	Case study
	Writing a Brief	Dilei Alialysis	Presentation
			Group presentation
BUS 217	Intermediate	Mastery	Mastery
DO3 217			
	Write Business	Term Paper	Class
	Letters		Presentation
	Group discussion		Paper presentation
BUS 226		Intermediate	N/A
	Beginning		
	Statistic		
	Analysis	Statistical analysis	
	Allalysis	Statistical analysis	N/A
			/
BUS 287		Will vary depending on co-op	Will vary depending on co-op
	Mastery	experience	experience
	Work experience		
	work experience		
MAN 116			
	Beginning	Intermediate	N/A
	Test		
	Term paper	Research paper	N/A
BAANI ACO	Parinning -	lutarmadiata	Intermediate
MAN 160	Beginning	Intermediate Research	Intermediate Create
	Class discussion	paper	spreadsheet
	Class viscussion	paper	Spicausileet

Student Learning Outcomes Business Administration – AAS Management

	Paper		
MAN 200	Intermediate	Mastery	Intermediate
	Term Paper	Case study analysis	Computer gen. pres.
MAN 216	Intermediate	Intermediate	Mastery
	Intermediate		
	Case study		Computer
	Test	Competitor analysis Research paper	gen. pres.
MAN 226	Intermediate	Intermediate	Mastery
	Test	Term paper	
	Group exercise	Case study	Computer gen. pres.

Student Learning Outcomes Business Administration – AAS Marketing

Core Courses	Knowledge of Business	Ability to Conduct	Competencies in Various
	Definition and Concepts	Research	Modes of Technology
BUS 115	Beginning	Beginning	Beginning
503 113	Test Business Plan	Business plan Class project	Presentations
BUS 216	Intermediate	Mastery	Mastery
	Writing a Brief	Brief Analysis	Case study Presentation Group presentation
BUS 217	Intermediate	Mastery	Mastery
	Write Business Letters Group discussion	Term Paper	Class Presentation Paper presentation
BUS 287		Will vary depending on co-op	Will vary depending on co-op
	Work experience	experience (experiental paper)	experience
MAN 200		l., .	
	Intermediate Case study analysis	Mastery Research paper	Intermediate Computer gen. pres.
MAR 216	Intermediate	Intermediate	Mastery
	Case study	Market analysis Marketing Plan	Computer gen. pres.
MAR 111	Beginning Presentations activity	Beginning Case study	Beginning Computer gen. pres.
	activity		Pics

Student Learning Outcomes Business Administration – AAS Marketing

	T		
MAR 160	Beginning	Beginning	Beginning
	Text Group activity	Project	Computer gen. pres.
	Group activity		Sompare gen prosi
MAR 216	Intermediate	Mastery	Mastery
		Chapter	
	Group Activity	group	Computer gen. pres.
L		project	<u> </u>

Table of Content

Mission Statement	2
Vison Statement	2
Program Objectives (SLO's)	3
AA Business	
AAS Management	
AAS Marketing	
Certificate Entrepreneurship	
Certificate Retail Management	