

**Program Assessment Plan**

**Business Administration**

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## **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**

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

**Student Learning Outcomes Business Administration - Entrepreneurship Certificate**

<b>Core Courses</b>	<b>Knowledge of Business Definition and Concepts</b>	<b>Ability to Conduct Research</b>	<b>Competencies in Various Modes of Technology</b>
<b>BUS 110</b>	Beginning Presentation	Beginning Devise marketing plan	Beginning Prezi or wevideo
<b>BUS 115</b>	Beginning Test Business Plan	Beginning Business plan Class project	Beginning Presentations
<b>BUS 216</b>	Intermediate Writing a Brief	Mastery Brief Analysis	Mastery Case study Presentation Group presentation
<b>BUS 217</b>	Intermediate Write Business Letters Group discussion	Mastery Term Paper	Mastery Class Presentation Paper presentation
<b>MAN 160</b>	Beginning Class discussion Paper	Intermediate Research Paper	Intermediate Create spreadsheet
<b>MAN 216</b>	Intermediate Case study Test	Intermediate Competitor analysis Research paper	Mastery Computer gen. pres.
<b>MAR 111</b>	Beginning Presentation Activity	Beginning Case study	Beginning Presentation

**Student Learning Outcomes    Business Administration - Entrepreneurship Certificate**

<b>MAR 160</b>	<p><b>Beginning</b></p> <p align="center">Text Group activity</p>	<p><b>Beginning</b></p> <p align="center">Project</p>	<p><b>Beginning</b></p> <p align="center">Computer gen. pres.</p>
<b>MAR 216</b>	<p><b>Intermediate</b></p> <p align="center">Group Activities</p>	<p><b>Intermediate</b></p> <p align="center">Term paper Case study</p>	<p><b>Mastery</b></p> <p align="center">Computer gen. pres.</p>

**Student Learning Outcomes Business Administration – Retail Management Certificate**

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

**Student Learning Outcomes Business Administration – Retail Management Certificate**

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

**Student Learning Outcomes Business Administration – AAS Management**

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



**Student Learning Outcomes Business Administration – AAS Management**

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

**Student Learning Outcomes      Business Administration – AAS Marketing**

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

**Student Learning Outcomes    Business Administration – AAS Marketing**

<b>MAR 160</b>	<b>Beginning</b>  Text Group activity	<b>Beginning</b>  Project	<b>Beginning</b>  Computer gen. pres.
<b>MAR 216</b>	<b>Intermediate</b>  Group Activity	<b>Mastery</b>  Chapter group project	<b>Mastery</b>  Computer gen. pres.

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