

Business Program Assessment Plan

Chair: Lynn Wilson

Program Student Learning Outcomes

1. Demonstrate effective relationship building strategies towards building solid business practices.
2. Analyze decision making.
3. Create an evidence based business plan that responds to an opportunity or problem.
4. Conduct research in order to address discipline-specific issues or opportunities.

Curriculum Map

Key:

I-Introduced

R-Reinforced

M-Mastered

Course	PSLO 1	PSLO 2	PSLO 3	PSLO 4
BUS 115	I	I	I	I
BUS 216				R
BUS 217	I	I/R		R
BUS 226		R		
MAN 128	I	I		
MAN 160	R	R		
MAN 200	R	R		
MAN 225		R		
MAN 226	I			
MAR 111	M	R	R	R
MAR 160	I/R	I/R	I	R
MAR 117		R		
MAR 216	R	M	I/R	M

Assessment Schedule

Each PSLO will be assessed using a rubric. Every year, the business department will work with both faculty and instructors to identify a common quiz or assignment all students will be given. A randomized sampling of those artifacts will be collected by each section of the relevant class. Those will be redacted, and blind coded to show modality and section. Then, the rubric will be normed by a sub-set of faculty and instructors who will then assess the artifacts.

Assessment Timeline

In the assessment timeline table below, the **X** designates in which year each of the PSLOs will be assessed.

PSLO	Year 1	Year 2	Year 3	Year 4
PSLO 1				X
PSLO 2			X	X
PSLO 3	X	X	X	X
PSLO 4	X	X	X	X

Use of Results

In the beginning of Spring 2020, we will conduct an assessment meeting where the chair will meet with the BUS115 and BUS217 faculty and adjuncts to review the assessment results from their prior business plans and research reports. The chair, faculty, and adjuncts will determine any appropriate changes to either the curriculum or pedagogy for the coming year. The assessment results and any planned actions will be shared with the dean.