

**Student Learning Assessment Indicators & Results**  
**Division of Professional Studies**  
**Business Programs**

| <b>Program</b>  | <b>PLO</b>  | <b>Class</b>            | <b>Goal</b>  | <b>Measurement Instrument</b>                | <b>Results</b>  |
|---|---|-------------------------|--|--|---|
| AAS Accounting;<br>AAS Administrative Assistant; AAS Business Management; AS Business; AS Agri-Business | Upon completion the student will be understand the basic accounting cycle.  | ACCT 2113 Accounting I  | 100% of students post-test will indicate a 75% improvement in scores compared to pre-test  | Direct, Formative, Internal – Pre/Post Test  | Fall 2016 In Class: 42%<br>Fall 2016 Online: 29%<br>Spring 2017 In Class: 33%<br>Fall 2017 In Class: 17%<br>Fall 2017 Online: 10%<br>Spring 2018 In Class: 56%<br>Spring 2018 Online: 15%<br>Fall 2018 In Class: 57%<br>Fall 2018 Online: 20%<br>Spring 2019 In Class: 73%<br>Spring 2019 Online: 75% |
| AAS Accounting; AS Business; AS Agri-Business   | Upon completion the student will understand the basic accounting cycle and demonstrate the ability to complete the cycle. | ACCT 2123 Accounting II | 100% of students completing the class will be able to successfully complete a budget with a 70% or better.   | Direct, Formative, Internal – Proctored Exam | Spring 2017 In Class: 90%<br>Spring 2017 Online: 83%<br>Fall 2017 Online: 67%<br>Spring 2018 Online: 69%<br>Fall 2018 In Class: 100%<br>Fall 2018 Online: 63%<br>Spring 2019 In Class: 88%<br>Spring 2019 Online: 76%   |
|   |   |                         | 100% of students completing the class will demonstrate the ability to explain the difference between managerial and financial accounting with a 70% or better. | Direct, Formative, Internal - Assignment     | Spring 2017 In Class: 100%<br>Spring 2017 Online: 83%<br>Fall 2017 Online: 89%<br>Spring 2018 Online: 94%<br>Fall 2018 In Class: 67%<br>Fall 2018 Online: 100%<br>Spring 2019 In Class: 75%<br>Spring 2019 Online: 67%  |

**Student Learning Assessment Indicators & Results**  
**Division of Professional Studies**  
**Business Programs**

|                               |  |   |   |   |   |
|-------------------------------|--|---|---|---|---|
| AAS Accounting; TC Accounting | Upon completion the student will be able to use both pre-packaged and custom written applications software packages. | ACCT 2143<br>Computerized Applications for Accounting | 100% of students will enter receivables, payables, and expenses & revenues with an 80% or better. | Direct, Formative, Internal – Quickbook project           | Spring 2017: 60%<br>Fall 2017: 100%<br>Spring 2018: 100%<br>Spring 2019: 100%                                     |
| AAS Accounting                | Upon completion the student will be able to process, prepare, review and present data for completeness and accuracy. | ACCT 2163 Accounting Capstone                         | 100% of students will score 100% on capstone project and presentation                             | Direct, Formative, internal – Accounting capstone project | Fall 2016: 100%<br>Spring 2017: 100%<br>Fall 2017: 83%<br>Spring 2018: 80%<br>Fall 2018: 100%<br>Spring 2019: 50% |
| AAS Administrative Assistant  | Upon completion the student will be able to utilize necessary skills for effective office procedure practices.       | BUS 2163<br>Administrative Assistant Capstone         |   |   |   |
| AAS Business Management       | Upon completion the student will be able to apply and demonstrate management skills to real life                     | MNG 2163 Business Management Capstone                 |   |   |   |

**Student Learning Assessment Indicators & Results**  
**Division of Professional Studies**  
**Business Programs**

|                              |   |  |  |  |   |
|------------------------------|---|--|--|--|---|
|                              | management situations.  |  |  |  |   |
| AAS Accounting               | Upon successful completion the student will have developed skills necessary to be well-rounded and thoroughly prepared for business relationships.              | ACCT 2163 Accounting Capstone              | 100% of students will complete the mock interview process with an Interview Impression of "You're hired" by industry representative. | Indirect, Formative, External - Mock Interview conducted by Industry Representative. | Fall 2016: 75%<br>Spring 2017: 75%<br>Fall 2017: 83%<br>Spring 2018: 83%<br>Fall 2018: 0%<br>Spring 2019: 50% |
| AAS Administrative Assistant |   | BUS 2163 Administrative Assistant Capstone |  |  |   |
| AAS Business Management      |   | MNG 2163 Business Management Capstone      |  |  |   |
| AS Agri Business             | Upon successful completion the student will understand the diversities of major cultural, political and economic systems that function in an organized society. | AGRI 2073 Agriculture Economics            | 100% of students completing will demonstrate an understanding of the market structure in agriculture with a 70% or better.           | Direct, Formative, Internal – Ch 2 Part I Discussion/Essay Question                  | Fall 2016: 93%<br>Fall 2017: 70%<br>Spring 2018: 80%<br>Spring 2019: 57%                                      |
|                              |   |  | 100% of students completing will demonstrate the ability to apply economic principles to the agriculture field with a 70% or better. | Direct, Formative, Internal - Profit Maximization Workbook                           | Fall 2016: 100%<br>Fall 2017: 100%<br>Spring 2018: 60%<br>Spring 2019: 80%                                    |
|                              |   |  | 100% of students completing will demonstrate an understanding of the role and impact of the  | Direct, Formative, Internal – Ch 14 & 15 Discussion Questions                        | Fall 2016: 93%<br>Fall 2017: 70%<br>Spring 2018: 100%<br>Spring 2019: 86%                                     |

**Student Learning Assessment Indicators & Results**  
**Division of Professional Studies**  
**Business Programs**

|   |   |                                  |  |   |   |
|---|---|----------------------------------|--|---|---|
|   |   |                                  | government sector with a 70% or higher.  |   |   |
| AAS Accounting; TC Accounting; AAS Administrative Assistant; AAS Business Management;                                 | Apply acceptable communication skills to produce clear, complete and accurate messages.   | BUS 2023 Business Communications | 100% of students will obtain at least an average of 86% on written assignments involving good, bad and neutral news strategies.                      | Direct, Formative, Internal – Graded written assignments                                    | Spring 2017: 73%<br>Spring 2018: 91%<br>Spring 2019: 50%                                    |
|   |   |                                  | 100% of students will score 85% or higher on cover letter assignment.  | Direct, Formative, Internal – Graded resume' and cover letter                               | Spring 2017: 45%<br>Spring 2018: 78%<br>Spring 2019: 92%                                    |
| AAS Accounting; AAS Administrative Assistant; AAS Business Management; TC Business Management; CP Business Management | Upon successful completion the student will understand and develop the ability to use marketing strategies to operate a business that causes it to be profitable. | MNG 2623 Marketing               | 80% of students completing Marketing can identify, define and give real examples of the four components to a company's marketing mix with no errors. | Direct, Formative, Internal – Marketing Project & Mid-Term Exam                             | Fall 2016: 100%<br>Fall 2017: 75%<br>Spring 2018: 80%<br>Fall 2018: 85%<br>Spring 2019: 92% |
| AAS Business Management; TC Business Management   | Upon successful completion the student will apply the basic concepts of business management,  | MNG 2113 Retail Management       | 100% of students completing can identify determining factors of competitors, competitive advantage and retail life cycle with                        | Direct, Formative, Internal – Brick and Mortar Assignment and Product Life Cycle Assignment | Spring 2018: 100%<br>Fall 2018: 100%<br>Spring 2019: 100%                                   |

**Student Learning Assessment Indicators & Results**  
**Division of Professional Studies**  
**Business Programs**

|  |  |  |                           |  |  |
|--|--|--|---------------------------|--|--|
|  | marketing, advertising and personnel to operations of a retail business. |  | a score of 80% or better. |  |  |
|--|--|--|---------------------------|--|--|