

Assessment: Assessment Plan



Program (BUS) - General Business CRT

Unit Mission: The mission of the certificate of achievement program in general business is to provide students with an introduction to the field of business and preparing the student for the job market in positions related to business, or to prepare students to pursue their education at the associate level in accounting or related business areas at GBC.

Outcome: Human relations

Effectively apply appropriate human relations skills in employment situations.

Outcome Status: Active

Assessment Year: 2016-2017

Start Date: 09/07/2015

Assessment Measures

Survey - The outcome will be measured and assessed indirectly by way of a "Pre-Post Questionnaire" given to each student in his or her first semester and in the last semester of his or her program. Differences in the scores of these beginning students and the graduating students will then be analyzed on an ongoing basis. (Active)

Criterion: No specific quantitative criterion is specified at this time. However, we expect to see a difference in the self-declared levels of learning declared by the students from the start of their program to the end of their program.

Assignment - Project - MGT 283 Course: Datotel Case Study –The Case allows students the opportunity to consider how to motivate employees and the effect on human relation decisions for more effective understanding (Active)

Criterion: Students who submit a written business plan will score 70% or higher on the assignment.

Outcome: Wants and needs of customers

Determine the wants and needs of customers, and understand how to take action to fill those needs.

Outcome Status: Active

Assessment Year: 2017-2018

Start Date: 09/05/2016

Assessment Measures

Assignment - Project - The Marketing Plan Paper: Which includes, Market Analysis; Competition, and Marketing Strategy. Who are your target customers? How are you going to reach those people to let them know about your product/service (Promotion)? Also make sure you include information about your pricing structure (Price) and your product/service (Product), as well as how you are going to get that product/service to your customer (Distribution) (Active)

Criterion: Students who submit the marketing plan will score 70% or higher.

Survey - Indirect Measure - Pre/Post Student Survey: The outcome will be measured and assessed indirectly by way of a "Pre-Post Questionnaire" given to each student in his or her first semester and in the last semester of his or her program. Differences in the scores of these beginning students and the graduating students will then be analyzed on an ongoing basis. (Active)

Criterion: No specific quantitative criterion is specified at this time. However, we expect to see a difference in the self-declared levels of learning declared by the students from the start of their program to the end of their program.

Program (BUS) - General Business CRT

Outcome: Business ethics

Recognize the importance of ethical perspectives in business decision making.

Outcome Status: Active

Assessment Year: 2017-2018

Start Date: 09/04/2017

Assessment Measures

Assignment - Written - Direct Measure – MGT 283 Course: Chapter 15 Case Study. Case focuses on company evaluation of employee performance prior to termination of said employees so decisions are not made haphazardly or hastily. Emphasis on HR discussions with employees to see what issues might prevent them from completing their job as needed. (Active)

Criterion: Average score for actual student submissions on Case Study exceeds 70%

Survey - Indirect Measure - Pre/Post Student Survey: The outcome will be measured and assessed indirectly by way of a "Pre-Post Questionnaire" given to each student in his or her first semester and in the last semester of his or her program. Differences in the scores of these beginning students and the graduating students will then be analyzed on an ongoing basis. (Active)

Criterion: No specific quantitative criterion is specified at this time. However, we expect to see a difference in the self-declared levels of learning declared by the students from the start of their program to the end of their program.