

Assessment: Annual Report



Program (BUS) - Retail Management CRT

Unit Mission: The mission of the certificate of achievement program in Retail Management is to provide students with an introduction to the field of retail management and to prepare the student for entry level positions in the field, or for students to continue their education at the associate level in business related areas as GBC.

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
Analyze the challenges - Analyze the challenges prevalent in the retail industry. Outcome Status: Active Assessment Year: 2015-2016 Start Date: 09/07/2015	Exam - Students will be graded upon various aspects of the retail industry. Criterion: Average scores of 70% or higher on final exam in MKT 127 Retail Marketing	Reporting Period: 2016-2017 Criterion Met: Yes Results from Spring 2017 were an average score of 82.62% on the final exam for MKT 127-Retail Marketing. The class average was 74% with a high score of 96% and a low of 0% (06/20/2017)	
	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. 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.	Reporting Period: 2016-2017 Criterion Met: N/A New students in the program rated on a 5 point scale at 3.6. No graduating students at this time. (06/20/2017)	Action: The business department will continue to make the questionnaire available to students for ongoing analysis. (06/20/2017)