

Assessment: Annual Report



Program (BUS) - AAS-General Business Emphasis

Unit Mission: The mission of the associate of applied science degree in general business is to provide students with practical competencies in the field of business as an employee, manager or owner. The academic work will enable them to succeed in the modern business environment as an employee/manager/ owner, or to prepare students to pursue their education at the baccalaureate level at GBC.

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p>Importance of profitability - Recognize and appreciate the importance of profitability as necessary and worthwhile. Outcome Status: Active Assessment Year: 2018-2019</p>	<p>Assignment - Written - ECON 102 Module 10 assignment, which covers all aspects of business profitability Criterion: Average score of 70% or higher by the students completing the assignment.</p>	<p>Reporting Period: 2018-2019 Criterion Met: Yes The average score of students taking the exam was a 72% One student did not participate.</p> <p>Yes, the students who submitted and exam did well. (06/06/2019)</p>	
	<p>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: Survey is offered in each class each semester.</p>	<p>Reporting Period: 2018-2019 Criterion Met: Yes Eight students took the survey for the specific quantitative criterion. They ranked themselves as a 4.0 Two students who were graduating took the survey and ranked themselves as a 4.4 at this time. 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.</p> <p>Yes, We offered the survey in the Spring 2019, two new students and three graduating students took the survey. On a scale of 1-5 the new students ranked us a 4.0 and the graduating students ranked us a 4.4. This proves the hypothesis listed above. (06/06/2019)</p>	<p>Action: We will continue the efforts of asking the students to take the survey each semester to gather data. (06/06/2019)</p>