

# West Kentucky Community & Technical College

## Detailed Assessment Report

As of: 1/16/2015 10:00 AM EST

**2012-2013 Business Studies: Business Administration Course SLO**  
(Includes those Action Plans with Budget Amounts marked One-Time, Recurring, No Request.)

### Mission / Purpose

To foster student success through quality educational offerings that promote life-long learning.

### Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

#### **SLO 2:ACC 201: Financial Accounting - Core**

Students will use generally accepted accounting principles for the measurement and reporting of financial information in the financial statements.

#### Related Measures:

##### **M 3:ACC 201 Prepare financial statements**

Students completing ACC 201 will demonstrate ability to analyze and process basic transactions and prepare financial statements.

Source of Evidence: Comprehensive/end-of-program subject matter exam

#### **Target:**

75% of program graduates will score 70% or better on an exam or comprehensive problem covering the accounting cycle.

#### **Findings (2012-2013) - Target: Not Met**

68% of students completing ACC 201 scored 70% or better on an exam or comprehensive problem set over the accounting cycle.

#### **Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

##### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

##### **Automated Homework Program**

*Established in Cycle: 2009-2010*

A new automated homework program will be implemented in fall 2010 to provide additional instructional aids and will allow additi...

### **Emphasis on Study Plan and Other Tools**

*Established in Cycle: 2012-2013*

Increased emphasis on the use of study plan and other mastery tools for the MyAccountingLab program will be made during the 2013...

### **M 4:ACC 201 Terms and Concepts**

Students completing ACC 201 will demonstrate a basic understanding of terms and concepts appropriate to a first course in financial accounting.

Source of Evidence: Standardized test of subject matter knowledge

#### **Target:**

75% of program graduates will score 75% or better on the comprehensive final for the course.

#### **Findings (2012-2013) - Target: Not Met**

49% of students completing ACC 201 scored 75% or better on the comprehensive final exam for the course.

#### **Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

### **New Automated Homework Program**

*Established in Cycle: 2009-2010*

A new automated homework program will be implemented in fall 2010 to provide additional instructional aids and will allow additi...

### **Increased Emphasis on Study Plan and Other Technology Tools**

*Established in Cycle: 2012-2013*

Increased emphasis on the use of study plan and other mastery tools for the MyAccountingLab program will be made during the 2013...

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### **SLO 12:BA 274 - Human Resource Management**

Students will be introduced to basic methods of recruiting, selecting, training, compensating, and maintaining a productive workforce

#### **Related Measures:**

### **M 18:BA 274 - Terminology**

Students completing BA 274 will demonstrate an increased understanding of human resource management vocabulary and regulations.

Source of Evidence: Comprehensive/end-of-program subject matter exam

**Target:**

75% of students completing BA 274 will score 75% or better on a comprehensive final exam over human resources related terminology.

**Findings (2012-2013) - Target: Met**

83% of students completing BA 274 scored 75% or better on a comprehensive final exam over human resources related terminology.

**M 19:BA 274 - Workplace Issues**

Students completing BA 274 will be able to analyze the conflicting demands on human resource managers and the values and legalities underlying those conflicting demands.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Target:**

75% of students completing BA 274 will score 75% or better on a writing assignment over legalities, practices, and trend in human resources in the workplace.

**Findings (2012-2013) - Target: Not Met**

66% of students completing BA 274 scored 75% or better on a writing assignment over legalities, practices, and trend in human resources in the workplace. One student didn't even attempt the assignment.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Greater emphasis on assignment**

*Established in Cycle:* 2012-2013

Greater emphasis will be placed on this assignment and the importance to the student's overall grade should they not complete it...

**SLO 16:BA 287 - Supervisory Management - Mgmt**

Students will study the roles and responsibilities of the supervisor as well as the human relations skills that influence individual and group work.

**Related Measures:**

**M 26:BA 287 - Concepts and Terminology**

Students completing BA 287 will demonstrate an understanding of the main roles a supervisor faces in the areas of hiring, training, motivating, decision making, and maintaining a productive workforce.

Source of Evidence: Comprehensive/end-of-program subject matter exam

**Target:**

80% or students completing BA 287 will score 75% or better on a comprehensive final exam.

**Findings (2012-2013) - Target: Met**

16 of 20 or 80% of students completing BAS 287 scored better than 75% on a comprehensive final exam.

**SLO 17:HM 100 Introduction to Hospitality Management**

Students are introduced to an overview of the hospitality industry including the structure of the industry and the inner workings of the various components of the industry.

**Related Measures:**

**M 27:HM 100 - Terminology**

Students completing HM 100 will be able to demonstrate a basic understanding of the major components of the hospitality industry including tourism, lodging, and restaurants as well as careers in the hospitality industry.

Source of Evidence: Comprehensive/end-of-program subject matter exam

**Target:**

75% of students completing HM 100 will score 75% or better on a comprehensive final exam.

**Findings (2012-2013) - Target: Not Reported This Cycle**

Course was not offered this cycle.

**SLO 18:OST 110 - Document Formatting & Word Processing**

Provides experience in word processing using industry standard software.

**Related Measures:**

**M 28:OST 110 - Student Completes Productions and Timings**

The student will key using the touch method five, 5-minute timings with at least 35 words per minute with no more than one error per minute.

Source of Evidence: Performance (recital, exhibit, science project)

**Target:**

Eighty percent (80%) of completers will key five, 5-minute timings with a minimum of 35 words per minute with no more than 5 errors.

**Findings (2012-2013) - Target: Met**

85% of completers keyed five, 5-minute timings with a minimum of 35 words per minute with no more than 5 errors.

**M 29:OST 110 - Student Completes Productions and Timings**

The student will complete three timed productions covering course competencies.

Source of Evidence: Performance (recital, exhibit, science project)

**Target:**

Student average of 3 timed productions will be at least 70%.

**Findings (2012-2013) - Target: Met**

Student average of 3 timed productions was 76%.

**SLO 19:OST 210 - Advanced Word Processing Applications**

Students learn to use advanced features of a current word processing software to format and produce documents utilized in an office.

**Related Measures:**

### **M 30:OST 210 - Uses Advanced Word Processing Software**

Students will learn to correctly use advanced features of current word processing software to format and produce documents utilized in an office.

Source of Evidence: Portfolio, showing skill development or best work

#### **Target:**

80% of students successfully completing this course will average 75% or higher on final portfolio project.

#### **Findings (2012-2013) - Target: Met**

86% of course completers averaged 75% or higher on a final portfolio project.

### **SLO 20:OST 235 - Business Communications Technology**

Presents aspects of communications technology used in the global business environment, including presentations software; a basic understanding of voice recognition software; planning and composition of written, oral, and electronic communications; grammar, punctuation, and spelling; and principles of proofreading, both manual and electronic.

#### **Related Measures:**

### **M 31:OST 235 - Student Presents Written Plan to Class**

The student will plan and compose written, oral, and electronic communications.

Source of Evidence: Written assignment(s), usually scored by a rubric

#### **Target:**

Ninety percent (90%) of course completers will plan and compose a written plan and present it orally to the class.

#### **Findings (2012-2013) - Target: Met**

One hundred percent (100%) of course completers planned and composed a written plan and presented it orally to the class.

## **Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans**

### **O/O 1:ACT 101 Fundamentals of Accounting I - Core**

Students will use accounting terminology and general theoretical principles.

#### **Related Measures:**

### **M 1:ACT 101 Generate Basic Financial Statements**

Students completing ACT 101 will demonstrate the ability to analyze & process transactions and to generate basic financial statements for a service business.

#### **Target:**

75% of program graduates will score a grade of 75% or better on the accounting cycle test.

#### **Findings (2012-2013) - Target: Not Met**

4 of 7 or 56% of students completing ACT 101 scored 75% or better on an accounting cycle test.

### Related Action Plans (by Established cycle, then alpha):

For full information, see the *Details of Action Plans* section of this report.

#### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

#### **Improved Accounting Cycle Assignment**

*Established in Cycle: 2012-2013*

Assessment of the accounting cycle and basic financial statements will be conducted via a practice set instead of through an in-...

### **M 2:ACT 101 Basic Competency in Accounting Fundamentals**

Students will demonstrate basic competency in fundamental accounting principles through performance on a comprehensive final.

Source of Evidence: Comprehensive/end-of-program subject matter exam

#### **Target:**

80% of students completing ACT 101 will score 70% or better on a comprehensive final exam.

#### **Findings (2012-2013) - Target: Not Met**

6 of 10 or 60% of students completing ACT 101 will score 70% or better on a comprehensive final exam.

### Related Action Plans (by Established cycle, then alpha):

For full information, see the *Details of Action Plans* section of this report.

#### **Enhanced Study Guide**

*Established in Cycle: 2012-2013*

An enhanced study guide will be provided for the comprehensive final beginning in the 2013-14 academic year.

### **O/O 3:ACC 202 Managerial Accounting - Core**

Students will use accounting data within an organization to analyze and solve problems and to make planning and control decisions.

#### Related Measures:

#### **M 5:ACC 202 Concepts**

Students completing ACC 202 will demonstrate a basic understanding of the following concepts: product costing, cost behavior, budgeting and cost-related decision-making.

Source of Evidence: Comprehensive/end-of-program subject matter exam

#### **Target:**

75% of program graduates will score 75% or better on the common comprehensive final for the course.

**Findings (2012-2013) - Target: Not Met**

56% of students completing ACC 202 scored 70% or better on the comprehensive final for the course.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**Emphasis on Study Plan and Technology Tools**

*Established in Cycle: 2012-2013*

Increased emphasis on the use of study plan and other mastery tools for the MyAccountingLab program will be made during the 2013...

**O/O 4:ACT 279 Computerized Accounting Systems - Acctg**

Students will apply accounting concepts and principles using a computerized accounting system.

**Related Measures:**

**M 6:ACT 279 Commercial Accounting Package**

Students completing ACT 279 will demonstrate proficiency in the use of a commercial accounting package for recording transactions and generating financial statements.

Source of Evidence: Comprehensive/end-of-program subject matter exam

**Target:**

85% of course completers will score 75% or better on a comprehensive practice set.

**Findings (2012-2013) - Target: Met**

88% of students completing ACT 279 will score 75% or better on a comprehensive practice set.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**Review Practice Set**

*Established in Cycle: 2009-2010*

The practice problem will be assessed to determine what barriers to students success exist, if any.

**M 7:ACT 279 Internal Controls**

Students completing ACT 279 will demonstrate an understanding of internal control applications in a small business environment.

Source of Evidence: Project, either individual or group

**Target:**

85% of course completers will score 75% or better on a case analysis requiring identification of internal control weaknesses and will suggest relevant new controls.

**Findings (2012-2013) - Target: Met**

86% of students completing ACT 279 will score 75% or better on a case analysis requiring identification of internal control weaknesses and will suggest relevant new controls.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**O/O 5:ACT 286 - Financial Accounting Topics - Accounting**

Students will be exposed to accounting procedures for classifying, recording, reporting, and disclosure.

**Related Measures:**

**M 8:ACT 286 Equity Concepts**

Students completing ACT 286 will demonstrate an intermediate level proficiency with analyzing and recording common transactions and will generate and interpret financial statements.

Source of Evidence: Project, either individual or group

**Target:**

75% of course completers will earn a score of 70% or better on the course practice set and its related exam.

**Findings (2012-2013) - Target: Met**

86% of students completing ACT 286 scored of 70% or better on the course practice set and its related exam.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**Instructional Materials Reviewed**

*Established in Cycle: 2009-2010*



Instructional materials will be reviewed to determine if appropriate assignments are made to prepare students for the practice s...

#### **O/O 6:BA 120 - Personal Finance**

Students will be exposed to information needed to make intelligent choices and take effective action in the management of personal financial resources.

#### **Related Measures:**

##### **M 9:BA 120 - Terminology & concepts**

Students completing BA 120 will demonstrate an understanding of terminology and concepts common to personal financial planning concepts such as financial statement preparation, tax planning, money and credit management, risk management through insurance, and investment basics.

Source of Evidence: Comprehensive/end-of-program subject matter exam

#### **Target:**

75% of course completers will score 70% or better on a comprehensive final testing the terms and concepts relevant to the learning outcome.

#### **Findings (2012-2013) - Target: Not Met**

41% of students completing BAS 120 scored 70% or better on a comprehensive final testing the terms and concepts relevant to the learning outcome.

#### **Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

##### **Review Final Exam**

*Established in Cycle:* 2009-2010

The final exam will be reviewed for areas of improvement in assessing the students.

##### **Re-evaluation of grade calculations**

*Established in Cycle:* 2012-2013

Re-evaluation of the way grades are calculated to reflect a true picture of student performance throughout the entire course.

#### **O/O 7:BA 160 Introduction to Business - Core**

Students will be introduced to careers, terminology, interrelationships, and the complexities of the various disciplines in business.

#### **Related Measures:**

##### **M 10:BA 160 Application**

Students completing BA 160 will demonstrate an understanding of the challenges facing a business and the overall business community as a result of new technology, managerial issues, and government regulation.

Source of Evidence: Written assignment(s), usually scored by a rubric

#### **Target:**

75% of course completers will score 75% or higher on a detailed writing assignment over a major discipline in business which is graded for content and proper English.

### **Findings (2012-2013) - Target: Not Met**

102 of 137 or 74% of students completing BA 160 scored 75% or higher on a detailed writing assignment over a major discipline in business. In one section of BAS 160, 4 students received zeros for this assignment because of plagiarism.

#### **Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

#### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

#### **Emphasis on completion of this assignment**

*Established in Cycle: 2012-2013*

Greater emphasis on the completion of this particular item and its effects on the student's overall grade will be placed. Addit...

#### **M 11:BA 160 Vocabulary**

Students completing BA 160 will be able to demonstrate a basic understanding of the major disciplines in business including economics, accounting, marketing, and management.

Source of Evidence: Comprehensive/end-of-program subject matter exam

#### **Target:**

75% of course completers will score 75% or better on a comprehensive final exam covering business terminology.

### **Findings (2012-2013) - Target: Met**

108 of 137 or 79% of students completing BAS 160 scored 75% or better on a comprehensive final exam covering business terminology.

#### **Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

#### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

#### **Final Exam Modifications/New Homework Program**

*Established in Cycle: 2009-2010*

The comprehensive final exam will be modified to focus primarily on the main business disciplines in order to grasp the students...

#### **O/O 8:BA 200 - Small Business Management**

Students will learn the steps to starting their own business and how to effectively manage and market the business including issues in human resources, finance, and business law.

#### **Related Measures:**

### **M 12:BA 200 - Business Plan**

Students completing BA 200 will demonstrate the ability to prepare a business plan incorporating ideas such as target market, management structure, division of responsibilities, and sources of financing.

Source of Evidence: Senior thesis or culminating major project

#### **Target:**

75% of students completing BA 200 will score 75% or better on a comprehensive individual business plan project.

#### **Findings (2012-2013) - Target: Not Reported This Cycle**

This course was not taught during this cycle.

### **O/O 9:BA 250 Employability Skills Seminar - Core**

Students will produce a portfolio of error-free employment documents.

#### **Related Measures:**

### **M 13:BA 250 - Interview**

Students completing BA 250 will participate in an interview simulation and conduct themselves in a professional, knowledgeable manner.

Source of Evidence: Academic direct measure of learning - other

#### **Target:**

100% of course completers will participate in and successfully complete an interview simulation.

#### **Findings (2012-2013) - Target: Met**

100% of students completing BA 250 participate in and successfully completed an interview simulation.

### **M 14:BA 250 Portfolio**

Students completing BA 250 will produce an error-free written portfolio containing a resume, cover letter, references page, follow-up/thank you letter, and job application.

Source of Evidence: Portfolio, showing skill development or best work

#### **Target:**

100% of the course completers will complete an error-free portfolio that includes a resume, cover letter, references page, follow-up/thank you letter, and job application.

#### **Findings (2012-2013) - Target: Met**

100% of students completing BA 250 completed an error-free portfolio of employment-related documents.

#### **Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

### **O/O 10:BA 256 - International Business - Mgmt**

Students will study the complexities involved with conducting business abroad including government regulations, cultural and religious differences, and financial differences.

#### **Related Measures:**

##### **M 15:BA 256 - Terminology & Concepts**

Students completing BA 256 will demonstrate an understanding of the complexities of conducting business around the world as a result of social, religious, and political differences.

Source of Evidence: Project, either individual or group

#### **Target:**

75% of course completers will score 70% or better on a comprehensive international business writing project.

#### **Findings (2012-2013) - Target: Not Met**

5 of 12 or 42% of students completing BAS 256 scored 70% or better on a comprehensive international business writing project. 4 of the 12 completers did not even attempt the assignment.

#### **Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

##### **Increase weight of Investment Opportunity Notebook**

*Established in Cycle:* 2008-2009

Due to the failure of 25% of the course completers (4 of 16) to complete the Investment Opportunity Notebook which is the only t...

##### **BAS 256 Investment Notebook**

*Established in Cycle:* 2012-2013

Submission of the Investment Opportunity Notebook will now become a course requirement in addition to a large portion of the cou...

### **O/O 11:BA 267 Business Law - Core**

Students will be introduced to court systems, tort and criminal law, contracts, partnerships,sales, government regulations, and other judicial system components.

#### **Related Measures:**

##### **M 16:BA 267 Contracts**

Students completing BA 267 will demonstrate the ability to identify the issues and requirements involving valid contracts and the remedies/damages for breach. (BA 267)

Source of Evidence: Writing exam to assure certain proficiency level

#### **Target:**

75% of course completers will score 75% or above on a written exam covering this material.

**Findings (2012-2013) - Target: Met**

90% of students completing BAS 267 scored 75% or above on a written assessment over contract material.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**M 17:BA 267 Law terminology and concepts**

Students completing BA 267 will demonstrate the ability to recognize business law terms and concepts.

Source of Evidence: Comprehensive/end-of-program subject matter exam

**Target:**

75% of course completers will score 75% or higher on a comprehensive final exam.

**Findings (2012-2013) - Target: Not Met**

59% of students completing BAS 267 scored 75% or higher on a comprehensive final exam.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**Instructor changes**

*Established in Cycle: 2012-2013*

The current adjunct instructor did not make mastery of concepts a priority for their students. This mastery is needed for stude...

**O/O 13:BA 282 Principles of Marketing - Core**

Students will study price, product, place, and promotion with regards to marketing strategy and new product development.

**Related Measures:**

**M 20:BA 282 Marketing Plan**

Students completing BA 282 will demonstrate an acquired knowledge of marketing concepts and be able to apply them to actual business situations through the creation of a marketing plan.

Source of Evidence: Project, either individual or group

**Target:**

80% of course completers will score 75% or above on a marketing plan project.

**Findings (2012-2013) - Target: Met**

100% of students completing BAS 282 scored 75% or better on a marketing plan project.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**M 21:BA 282 Terminology**

Students completing BA 282 will understand the language and vocabulary of marketing and be able to effectively recognize and use such terms as marketing mix, marketing strategy, target market, etc.

Source of Evidence: Comprehensive/end-of-program subject matter exam

**Target:**

75% of course completers will score 70% or better on a comprehensive final exam over marketing vocabulary.

**Findings (2012-2013) - Target: Met**

12 of 15 or 80% of students completing BAS 282 scored 70% or better on a comprehensive final exam over marketing vocabulary.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**O/O 14:BA 283 Principles of Management - Core**

Students will study the functions of management: planning, organizing, leading, and controlling and will learn the skills necessary for managerial success.

**Related Measures:**

**M 22:BA 283 Four Functions**

Students completing BA 283 will demonstrate an understanding of the four functions of management and their importance related to organizational success.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Target:**

80% of course completers will score 75% or above on a comprehensive final exam with questions on the four functions of management.

**Findings (2012-2013) - Target: Met**

84% of students completing BAS 283 scored 75% or better on a comprehensive final exam covering the four functions of management.

### Related Action Plans (by Established cycle, then alpha):

For full information, see the *Details of Action Plans* section of this report.

#### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

#### **New Assessment Method**

*Established in Cycle: 2009-2010*

A new assessment method will be implemented to make sure students are grasping the four functions of management. In addition, g...

#### **M 23:BA 283 Major Theories**

Students completing BA 283 will demonstrate an understanding of the distinction between being an effective manager and a true leader.

Source of Evidence: Written assignment(s), usually scored by a rubric

#### **Target:**

80% of course completers will score 75% or better on a writing assignment covering the difference between a manager and a leader.

#### **Findings (2012-2013) - Target: Met**

94% of students completing BA 283 scored 75% or better on a writing assignment over the difference between a leader and a manager

### Related Action Plans (by Established cycle, then alpha):

For full information, see the *Details of Action Plans* section of this report.

#### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

#### **O/O 15:BA 284 Applied Management Skills - Management**

Students will apply management theories and techniques with emphasis on the action skills that managers need for success including interpersonal communications and motivation techniques.

### Related Measures:

#### **M 24:BA 284 Ethical Decision Making**

Students completing BA 284 will demonstrate an understanding of ethical behavior, conflict resolution, delegation, motivation techniques, and group dynamics.

Source of Evidence: Comprehensive/end-of-program subject matter exam

#### **Target:**

80% of course completers will score 80% or better on a comprehensive final exam covering ethical behavior, conflict resolution, delegation, motivation techniques, and group dynamics.

**Findings (2012-2013) - Target: Not Met**

14 of 20 or 70% of students completing BAS 284 scored 80% or better on a comprehensive final exam.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**Change in Instructor**

*Established in Cycle: 2012-2013*

This course has always been taught by the Program Coordinator and due to unforeseen circumstances, an adjunct taught this course...

**M 25:BA 284 Necessary Skills**

Students completing BA 284 will demonstrate an understanding of the interpersonal and soft skills necessary for managerial success and advancement.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Target:**

75% of course completers will score 80% or better on a written assignment over interpersonal and soft skills necessary for managerial success.

**Findings (2012-2013) - Target: Met**

75% of students completing BAS 284 scored 80% or higher on a written assignment over interpersonal and soft skills necessary for managerial success.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**Increasing the Weight on this Assignment**

*Established in Cycle: 2009-2010*

6 of 22 students did not even attempt this writing assignment. Going forward, I will be increasing the points value for this as...

**O/O 21:QMS 101 - Introduction to Quality Systems - Core**

Students will learn the fundamental concepts, principles, and practices used to improve quality in organizations.

**Related Measures:**

**M 32:QMS 101 Continuous Improvement**



Students completing QMS 101 will demonstrate an understanding of the importance of continuous improvement as an element of total quality.

**Target:**

80% of course completers will score 75% or better on a writing assignment reviewing their understanding of the continuous improvement novel, *The Goal* by Eliyahu Goldratt.

**Findings (2012-2013) - Target: Met**

81% of students completing QMS 101 scored 75% or better on a writing assignment either reviewing their understanding of the continuous improvement novel, *The Goal* by Eliyahu Goldratt or a written article summary featuring a company that has won the Deming Prize, the Malcolm Baldrige National Quality Award or uses Six Sigma to foster continuous improvement.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**At Risk Distance Learning Students**

*Established in Cycle: 2009-2010*

Distance Learning students who are considered "at risk" will be encouraged to withdraw from the course.

**M 33:QMS 101 Leadership and Employee Involvement**

Students completing QMS 101 will demonstrate an understanding of the importance of leadership & employee involvement as an element of total quality.

**Target:**

80% of course completers will score 75% or better on a class presentation focusing on leadership & employee involvement.

**Findings (2012-2013) - Target: Met**

88% of students completing QMS 101 scored 75% or better on a class presentation focusing on leadership and employee involvement

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**At Risk Students**

*Established in Cycle: 2009-2010*

Distance Learning students who are considered "at risk" will be encouraged to withdraw from the course.

**M 34:QMS 101 Customer Service**

Students completing QMS 101 will demonstrate understanding of the importance of customer satisfaction as an element of total quality.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Target:**

80% of course completers will score 75% or better on completion of a customer service resolution case & the response letter to the customer.

**Findings (2012-2013) - Target: Met**

86% of students completing QMS 101 scored 75% or better on completion of a customer service resolution case and the response letter to the customer.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

**Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

**At Risk Students**

*Established in Cycle: 2009-2010*

Distance Learning students who are considered "at risk" will be encouraged to withdraw from the course.

**O/O 22:RE 100 - Real Estate Principles I - Real Estate**

Students will be introduced to real estate as a business and as a profession.

**Related Measures:**

**M 35:RE 100 Principles and Practices**

Students completing RE 100 will be provided a basis to comprehend basic real estate principles and practices and allow exposure to local traits for self benefit.

Source of Evidence: Academic direct measure of learning - other

**Target:**

At least 95% of the course completers will attain an average grade of 70% or higher.

**Findings (2012-2013) - Target: Not Reported This Cycle**

Not taught this academic year.

**Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

### **O/O 23:RE 230 Real Estate Law- Real Estate Option**

Students will study laws and regulations pertaining to real estate and related environmental issues.

#### **Related Measures:**

#### **M 36:RE 230 Legal Instruments**

Students completing RE 230 will be able to identify primary legal instruments used in conducting real estate transaction.

Source of Evidence: Project, either individual or group

#### **Target:**

Course completers will score 85% passage rate on practical section of final where students visit courthouse and abstract information from deeds, mortgages, liens, etc.

#### **Findings (2012-2013) - Target: Not Reported This Cycle**

Not taught this academic year.

#### **Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

#### **M 37:RE 230 Legal Issues**

Students completing RE 230 will be able to recall and recognize legal issues to be addressed in real estate transactions.

Source of Evidence: Academic direct measure of learning - other

#### **Target:**

85% of course completers will be able to recall and recognize legal issues of concern in real estate transactions.

#### **Findings (2012-2013) - Target: Not Reported This Cycle**

Not taught this academic year.

#### **Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

### **M 38:RE 230 Owner`s Rights**

Students completing RE 230 will understand and be able to explain owner's rights and interests in real property and identify those issues.

Source of Evidence: Academic direct measure of learning - other

#### **Target:**

85% of course completers will score a 100% passage rate on exams in class.

#### **Findings (2012-2013) - Target: Not Reported This Cycle**

Not taught this academic year.

#### **Related Action Plans (by Established cycle, then alpha):**

For full information, see the *Details of Action Plans* section of this report.

#### **Review Student Learning Outcomes and Measurement**

*Established in Cycle: 2007-2008*

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be im...

#### **Details of Action Plans for This Cycle (by Established cycle, then alpha)**

#### **Review Student Learning Outcomes and Measurement**

Student learning outcomes will be reviewed as necessary during the 2008-09 academic year and a new measurement system will be implemented to provide better quality feedback. Instead of measuring program graduate performance for courses taught several years ago and, in some cases, on other campuses with different learning outcomes, courses will be evaluated with respect to course completers.

**Established in Cycle:** 2007-2008

**Implementation Status:** Planned

**Priority:** High

#### **Relationships (Measure | Outcome/Objective):**

**Measure:** ACC 201 Prepare financial statements | **Outcome/Objective:** ACC 201: Financial Accounting - Core

**Measure:** ACC 201 Terms and Concepts | **Outcome/Objective:** ACC 201: Financial Accounting - Core

**Measure:** ACC 202 Concepts | **Outcome/Objective:** ACC 202 Managerial Accounting - Core

**Measure:** ACT 101 Generate Basic Financial Statements | **Outcome/Objective:** ACT 101 Fundamentals of Accounting I - Core

**Measure:** ACT 279 Commercial Accounting Package | **Outcome/Objective:** ACT 279 Computerized Accounting Systems - Acctg

**Measure:** ACT 279 Internal Controls | **Outcome/Objective:** ACT 279 Computerized Accounting Systems - Acctg

**Measure:** ACT 286 Equity Concepts | **Outcome/Objective:** ACT 286 - Financial Accounting Topics - Accounting

**Measure:** BA 160 Application | **Outcome/Objective:** BA 160 Introduction to Business - Core

**Measure:** BA 160 Vocabulary | **Outcome/Objective:** BA 160 Introduction to Business - Core

**Measure:** BA 250 Portfolio | **Outcome/Objective:** BA 250 Employability Skills Seminar - Core

**Measure:** BA 267 Contracts | **Outcome/Objective:** BA 267 Business Law - Core

**Measure:** BA 267 Law terminology and concepts | **Outcome/Objective:** BA 267 Business Law - Core

**Measure:** BA 282 Marketing Plan | **Outcome/Objective:** BA 282 Principles of Marketing - Core

**Measure:** BA 282 Terminology | **Outcome/Objective:** BA 282 Principles of Marketing - Core

**Measure:** BA 283 Four Functions | **Outcome/Objective:** BA 283 Principles of Management - Core

**Measure:** BA 283 Major Theories | **Outcome/Objective:** BA 283 Principles of Management - Core

**Measure:** BA 284 Ethical Decision Making | **Outcome/Objective:** BA 284 Applied Management Skills - Management

**Measure:** BA 284 Necessary Skills | **Outcome/Objective:** BA 284 Applied Management Skills - Management

**Measure:** QMS 101 Continuous Improvement | **Outcome/Objective:** QMS 101 - Introduction to Quality Systems - Core

**Measure:** QMS 101 Leadership and Employee Involvement | **Outcome/Objective:** QMS 101 - Introduction to Quality Systems - Core

**Measure:** QMS 101 Customer Service | **Outcome/Objective:** QMS 101 - Introduction to Quality Systems - Core

**Measure:** RE 100 Principles and Practices | **Outcome/Objective:** RE 100 - Real Estate Principles I - Real Estate

**Measure:** RE 230 Legal Instruments | **Outcome/Objective:** RE 230 Real Estate Law- Real Estate Option

**Measure:** RE 230 Legal Issues | **Outcome/Objective:** RE 230 Real Estate Law- Real Estate Option

**Measure:** RE 230 Owner`s Rights | **Outcome/Objective:** RE 230 Real Estate Law- Real Estate Option

**Implementation Description:** September, 2008

**Responsible Person/Group:** Allison McGullion, Business Unit Program Coordinator

### **Increase weight of Investment Opportunity Notebook**

Due to the failure of 25% of the course completers (4 of 16) to complete the Investment Opportunity Notebook which is the only tool used to assess this measure, increased weight will be given to this assignment to further penalize students who do not complete it in the future.

**Established in Cycle:** 2008-2009

**Implementation Status:** In-Progress

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** BA 256 - Terminology & Concepts | **Outcome/Objective:** BA 256 - International Business - Mgmt

**Projected Completion Date:** 07/31/2010

**Responsible Person/Group:** Allison McGullion

### **Real Estate License Exam**

This measurement should actually be used to measure the real estate program as a whole and will be moved from a student learning outcome to an overall IE goal of the program for all future cycles. It will then read "All students completing both RE 100 and RE 230" to assess the students taking both requirements for the Kentucky Real Estate Commission's licensing exam. Additionally, we will track students for six months following completion of those two courses since they are required to take the exam within the first six months after completing their pre-licensing education.

**Established in Cycle:** 2008-2009

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 07/31/2009

**Responsible Person/Group:** Allison McGullion

### **At Risk Distance Learning Students**

Distance Learning students who are considered "at risk" will be encouraged to withdraw from the course.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** QMS 101 Continuous Improvement | **Outcome/Objective:** QMS 101 - Introduction to Quality Systems - Core

**Projected Completion Date:** 07/31/2010

**Responsible Person/Group:** Sueann Hely

### **At Risk Students**

Distance Learning students who are considered "at risk" will be encouraged to withdraw from the course.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** QMS 101 Customer Service | **Outcome/Objective:** QMS 101 - Introduction to Quality Systems - Core

**Projected Completion Date:** 07/31/2010

**Responsible Person/Group:** Sueann Hely

### **At Risk Students**

Distance Learning students who are considered "at risk" will be encouraged to withdraw from the course.

**Established in Cycle:** 2009-2010  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** QMS 101 Leadership and Employee Involvement |

**Outcome/Objective:** QMS 101 - Introduction to Quality Systems - Core

**Projected Completion Date:** 07/31/2010  
**Responsible Person/Group:** Sueann Hely

**Automated Homework Program**

A new automated homework program will be implemented in fall 2010 to provide additional instructional aids and will allow additional practice over the key concepts.

**Established in Cycle:** 2009-2010  
**Implementation Status:** In-Progress  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** ACC 201 Prepare financial statements | **Outcome/Objective:** ACC 201:  
Financial Accounting - Core

**Projected Completion Date:** 07/31/2010  
**Responsible Person/Group:** Sueann Hely

**Final Exam Modifications/New Homework Program**

The comprehensive final exam will be modified to focus primarily on the main business disciplines in order to grasp the students retention of the main concepts covered in the class. Additionally, a new online homework program will offer students more interaction with the material than just what is covered in the classroom.

**Established in Cycle:** 2009-2010  
**Implementation Status:** In-Progress  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** BA 160 Vocabulary | **Outcome/Objective:** BA 160 Introduction to  
Business - Core

**Projected Completion Date:** 08/14/2010  
**Responsible Person/Group:** Allison McGullion

**Increasing the Weight on this Assignment**

6 of 22 students did not even attempt this writing assignment. Going forward, I will be increasing the points value for this assignment to make it a larger percentage of their grade in hopes to get all students to complete the assignment.

**Established in Cycle:** 2009-2010  
**Implementation Status:** In-Progress  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** BA 284 Necessary Skills | **Outcome/Objective:** BA 284 Applied Management Skills - Management

**Projected Completion Date:** 12/31/2010  
**Responsible Person/Group:** Allison McGullion

**Instructional Materials Reviewed**

Instructional materials will be reviewed to determine if appropriate assignments are made to prepare students for the practice set.

**Established in Cycle:** 2009-2010  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** ACT 286 Equity Concepts | **Outcome/Objective:** ACT 286 - Financial Accounting Topics - Accounting

**Projected Completion Date:** 07/31/2010  
**Responsible Person/Group:** Sueann Hely

**New Assessment Method**

A new assessment method will be implemented to make sure students are grasping the four functions of management. In addition, greater emphasis on the points value of this assessment will be placed so students will be greatly penalized for not completing the assignment.

**Established in Cycle:** 2009-2010  
**Implementation Status:** In-Progress  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** BA 283 Four Functions | **Outcome/Objective:** BA 283 Principles of Management - Core

**Responsible Person/Group:** Allison McGullion

**New Automated Homework Program**

A new automated homework program will be implemented in fall 2010 to provide additional instructional aids and will allow additional practice over the key concepts.

**Established in Cycle:** 2009-2010  
**Implementation Status:** In-Progress



**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** ACC 201 Terms and Concepts | **Outcome/Objective:** ACC 201:  
Financial Accounting - Core

**Projected Completion Date:** 07/31/2010

**Responsible Person/Group:** Sueann Hely

**Review Final Exam**

The final exam will be reviewed for areas of improvement in assessing the students.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** BA 120 - Terminology & concepts | **Outcome/Objective:** BA 120 -  
Personal Finance

**Projected Completion Date:** 07/31/2010

**Responsible Person/Group:** Sueann Hely

**Review Practice Set**

The practice problem will be assessed to determine what barriers to students success exist, if any.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** ACT 279 Commercial Accounting Package | **Outcome/Objective:** ACT  
279 Computerized Accounting Systems - Acctg

**Projected Completion Date:** 07/31/2010

**Responsible Person/Group:** Sueann Hely

**ACT 101 Dual Credit**

We did not receive data on this learning outcome from one of our dual credit partners. We have asked the Dual Credit Administration on campus to either have all schools participating in Dual Credit complete all assignments and provide the necessary findings on those assignments or not to participate in the Dual Credit program for that particular class.

**Established in Cycle:** 2010-2011

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 09/11/2011  
**Responsible Person/Group:** Allison McGullion

**ACT 279 Comprehensive Practice Set**

Due to low enrollment and the underperformance of just a few students, this number barely fell beyond the target. Additional practice will be given to students to help increase this number.

**Established in Cycle:** 2010-2011  
**Implementation Status:** Planned  
**Priority:** High

**Projected Completion Date:** 06/10/2011  
**Responsible Person/Group:** Sueann Hely

**ACT 279 Internal Controls**

Due to low enrollment and underperformance of a few students, the percentage fell barely beyond the standard for this learning outcome. Additional practice on the material will be implemented.

**Established in Cycle:** 2010-2011  
**Implementation Status:** Planned  
**Priority:** High

**Projected Completion Date:** 06/10/2011  
**Responsible Person/Group:** Sueann Hely

**BA 267 Instructional Improvement**

Program Coordinator has discussed and suggested new ways the instructor can help students meet the learning outcome by reviewing and additional assignments on this topic.

**Established in Cycle:** 2010-2011  
**Implementation Status:** Planned  
**Priority:** High

**Responsible Person/Group:** Allison McGullion

**BA 267 Instructional Improvement**

Program Coordinator has discussed and suggested new ways the instructor can help students meet the learning outcome by reviewing and additional assignments on this topic.

**Established in Cycle:** 2010-2011  
**Implementation Status:** Planned  
**Priority:** High

**Responsible Person/Group:** Allison McGullion

**Improved instruction materials and better reporting**

New instructional materials with better correlation between assignments and testing have been implemented for fall 2011. Also, we are requiring better reporting from our dual credit

partners.

**Established in Cycle:** 2010-2011

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 11/29/2011

**Responsible Person/Group:** Sueann Hely/Allison McGullion

### **QMS 101 Leadership and Employee Involvement**

The only class meeting this measure was the live QMS 101 class. Great emphasis and follow-up for both online and accelerated students will be implemented to ensure greater student success.

**Established in Cycle:** 2010-2011

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 12/01/2011

**Responsible Person/Group:** Allison McGullion/Tammy Owen/Sueann Hely/Mindy Smith

### **QMS Continuous Improvement**

The live and online 16 week classes in QMS 101 met their measure by achieving an 85% success rate. The accelerated class did not meet the message by having a 65% success rate. The instructor of the accelerated class is different so a discussion will be held to discuss how the instructor can improve their students' success.

**Established in Cycle:** 2010-2011

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 11/30/2011

**Responsible Person/Group:** Allison McGullion/Tammy Owen/Mindy Smith

### **ACT 101 Assessment**

The instructor has implemented practice sets completed in class in the class period prior to the exam to help students further grasp the material. Additional practice and study items will be investigated.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 11/30/2012

**Responsible Person/Group:** Sueann Hely

### **BAS 160 Assessment**

A new means of assessing students comprehension of business terminology will be utilized going forward. The use of the final exam is not accurately measuring the student's overall

grasp of the material.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 11/30/2012

**Responsible Person/Group:** Allison McGullion

### **BAS 267 Assessment**

The program coordinator was made of aware of student issues related to the assessments used in this course and their relation to the course competencies. Great discussion with the instructor has taken place, and the instructor and coordinator have devised a plan to increase communication among the students/instructor and to develop more relevant assessments to class materials.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 11/30/2012

**Responsible Person/Group:** Allison McGullion/Sarah Holland

### **BAS 267 Assessment**

The program coordinator was made of aware of student issues related to the assessments used in this course and their relation to the course competencies. Great discussion with the instructor has taken place, and the instructor and coordinator have devised a plan to increase communication among the students/instructor and to develop more relevant assessments to class materials.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Projected Completion Date:** 11/30/2012

**Responsible Person/Group:** Allison McGullion/Sarah Holland

### **New Instructional Materials**

A new final exam will be developed using new instructional materials.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

### **New Instructional Materials**

A new final exam will be developed to correlate with improved instructional materials.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

### **Review of Comprehensive Final**

The study guide for the comprehensive final, as well as the final itself, will be reviewed for improvement.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

### **Revised Assignment**

Students will have the opportunity to review and correct their work on the comprehensive homework assignment to achieve the desired result and become aware of what real world correction procedures are.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

### **Target Revision**

Due to small enrollment in the class, the target percentae will be revised so that poor performance by 1-2 students will not cause distorted result.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

### **BAS 256 Investment Notebook**

Submission of the Investment Opportunity Notebook will now become a course requirement in addition to a large portion of the course's grade so students will at least attempt the exercise.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** BA 256 - Terminology & Concepts | **Outcome/Objective:** BA 256 - International Business - Mgmt

**Projected Completion Date:** 09/01/2013

### **Change in Instructor**

This course has always been taught by the Program Coordinator and due to unforeseen circumstances, an adjunct taught this course who was not as familiar with the materials..

Going forward, the Program Coordinator will teach the capstone course.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** BA 284 Ethical Decision Making | **Outcome/Objective:** BA 284 Applied Management Skills - Management

**Projected Completion Date:** 01/01/2014

**Responsible Person/Group:** Allison McGullion

#### **Emphasis on completion of this assignment**

Greater emphasis on the completion of this particular item and its effects on the student's overall grade will be placed. Additionally, faculty will stress the issue and consequences of plagiarism to all students.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** BA 160 Application | **Outcome/Objective:** BA 160 Introduction to Business - Core

**Projected Completion Date:** 09/01/2013

**Responsible Person/Group:** Allison McGullion

#### **Emphasis on Study Plan and Other Tools**

Increased emphasis on the use of study plan and other mastery tools for the MyAccountingLab program will be made during the 2013-14 academic year.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** ACC 201 Prepare financial statements | **Outcome/Objective:** ACC 201: Financial Accounting - Core

**Projected Completion Date:** 05/16/2014

**Additional Resources Requested:** None

#### **Emphasis on Study Plan and Technology Tools**

Increased emphasis on the use of study plan and other mastery tools for the MyAccountingLab program will be made during the 2013-14 academic year.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**  
**Measure:** ACC 202 Concepts | **Outcome/Objective:** ACC 202 Managerial Accounting - Core

**Additional Resources Requested:** None.

### **Enhanced Study Guide**

An enhanced study guide will be provided for the comprehensive final beginning in the 2013-14 academic year.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**  
**Measure:** ACT 101 Basic Competency in Accounting Fundamentals |  
**Outcome/Objective:** ACT 101 Fundamentals of Accounting I - Core

**Projected Completion Date:** 05/16/2014  
**Additional Resources Requested:** None

### **Greater emphasis on assignment**

Greater emphasis will be placed on this assignment and the importance to the student's overall grade should they not complete it.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**  
**Measure:** BA 274 - Workplace Issues | **Outcome/Objective:** BA 274 - Human Resource Management

**Responsible Person/Group:** Allison McGullion

### **Improved Accounting Cycle Assignment**

Assessment of the accounting cycle and basic financial statements will be conducted via a practice set instead of through an in-class test.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** ACT 101 Generate Basic Financial Statements | **Outcome/Objective:**  
ACT 101 Fundamentals of Accounting I - Core

**Projected Completion Date:** 05/16/2014  
**Additional Resources Requested:** None

**Increased Emphasis on Study Plan and Other Technology Tools**

Increased emphasis on the use of study plan and other mastery tools for the MyAccountingLab program will be made during the 2013-14 academic year.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** ACC 201 Terms and Concepts | **Outcome/Objective:** ACC 201:  
Financial Accounting - Core

**Additional Resources Requested:** None.

**Increased Emphasis on Study Plan and Other Technology Tools**

Increased emphasis on the use of study plan and other mastery tools for the MyAccountingLab program will be made during the 2013-14 academic year.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** ACC 201 Terms and Concepts | **Outcome/Objective:** ACC 201:  
Financial Accounting - Core

**Projected Completion Date:** 05/16/2014  
**Additional Resources Requested:** None.

**Instructor changes**

The current adjunct instructor did not make mastery of concepts a priority for their students. This mastery is needed for students to be successful in a primarily concepts-based course like BAS 267. New adjunct instructors for both live and online have been hired starting fall 2013 and greater emphasis on mastery of concepts in the courses has been placed.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** BA 267 Law terminology and concepts | **Outcome/Objective:** BA 267  
Business Law - Core



**Projected Completion Date:** 09/01/2013

**Responsible Person/Group:** Aimee Hancock/Ryan Youngblood/Allison McGullion

### **Re-evaluation of grade calculations**

Re-evaluation of the way grades are calculated to reflect a true picture of student performance throughout the entire course.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** High

### **Relationships (Measure | Outcome/Objective):**

**Measure:** BA 120 - Terminology & concepts | **Outcome/Objective:** BA 120 - Personal Finance

**Projected Completion Date:** 12/01/2013

**Responsible Person/Group:** Sueann Hely

## **Analysis Questions and Analysis Answers**

### **What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?**

We measured 32 course student learning outcomes this academic year. We met 20 of those and had 12 of those not met. The courses where learning outcomes were met mainly were those that didn't rely solely on a comprehensive final at the end of the course to measure. The diversity of the assessments has truly given an accurate picture of what students are learning in each course and is reflective of the different styles of learning.

### **What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?**

Of the 32 course student learning outcomes for this academic year, 12 had their targets not met. The overwhelming majority of these missed targets resulted from students not completing the various assessments because they either forgot or didn't see the benefit to their grade by not completing that particular project. The BAS 160 fall 2012 class taught by Andrew Scott had 5 students alone who failed one of his assessment measures by plagiarizing the content. Overall, students didn't see the need to complete a 100 point paper when it meant going from an A to a B or such. They felt their time to be more valuable. The assessments which presented the most trouble were those involving additional reading and/or writing a paper.

### **What improvements have been made in the unit/program as a result of the assessment process? Describe up to three of the most significant/important improvements in the area.**

Faculty have continued to move away from comprehensive final exams to other forms of assessment. Additionally, greater emphasis on the actual assessment assignment has been placed by increasing the grade's weight or making it a mandatory grade requirement for the course.