

West Kentucky Community & Technical College

Detailed Assessment Report

As of: 1/16/2015 10:02 AM EST

2013-2014 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:

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

Findings (2013-2014) - Target: Met

84% of students completing ACC 201 scored better than 70% on a comprehensive problem set covering the accounting cycle. This course was taught in both 16 week live and online formats each semester. The following is a breakdown from each semester and format: -Fall Live - 96% (25 of 26) scored 70% or better -Fall Online - 88% (29 of 33) -Spring Live - 83% (24 of 29) -Spring Online - 73% (24 of 33) -Live Overall - 89% (49 of 55) -Online Overall - 80% (53 of 66) The live classes were taught by Sueann Hely, and the online were taught by Elizabeth Carmichael.

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...

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:

70% of program graduates will score 70% or better on the comprehensive final for the course.

Findings (2013-2014) - Target: Not Met

30% of students completing ACC 201 scored 70% or better on a comprehensive final exam. This course was taught in both the 16 week live and online formats in both fall and spring semesters. The following is the breakdown by section: -Fall Live - 60% (15 of 25) scored 70% or better -Fall Online - 6% (2 of 31) -Spring Live - 46% (13 of 28) -Spring Online - 11% (3 of 26) Live Overall - 53% (28 of 53) Online Overall - 9% (5 of 57)

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...

ACC 201 - Final Exam Performance

Established in Cycle: 2013-2014

The online class will return to the use of the same final exam that is used by the lead instructor, Sueann Hely, in the live cla...

SLO 12:BAS 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:BAS 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 (2013-2014) - Target: Met

87% of students completing BAS 274 scored 75% or better on a comprehensive final exam over human resources related terminology. This course was taught online in a 16 week format.

M 19: BAS 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 BAS 274 will score 75% or better on a writing assignment over legalities, practices, and trends in human resources in the workplace.

Findings (2013-2014) - Target: Met

100% of students completing BAS 274 scored 75% or better on a writing assignment over legalities, practices and trends in human resources in the workplace. This course was taught online in the 16 week format.

SLO 16: BAS 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: BAS 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 (2013-2014) - Target: Met

100% of students completing BAS 287 scored 75% or better on a comprehensive final exam. This measure will be changed to 80% will score 80% or better on a comprehensive final exam going forward. This class was taught in a 6 week online format during the summer.

SLO 18: 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 29: 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 (2013-2014) - Target: Not Reported This Cycle

Course was not offered during this cycle.

SLO 20:OST 110 - Document Formatting & Word Processing

Provides experience in word processing using industry standard software.

Related Measures:

M 30:OST 110 - Student Completes Productions and Timings

Student average for course completers will be 70% or better on 3 timed productions.

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

Target:

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

Findings (2013-2014) - Target: Met

Students completing OST 110 averaged 85% or better on 3 timed productions. The 85% was true for both live and online sections of this course.

M 31:OST 110 - Timed typing with accuracy

80% of students completing OST 110 will key using the touch method five, 5-minute timings with at least 35 words per minute with no more than 5 errors.

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 (2013-2014) - Target: Met

95% of students completing OST 110 keyed five, 5-minutes timings with a minimum of 35 words per minutes with no more than 5 errors. 95% was true of both live and online sections of this course.

SLO 21: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 32:OST 210 - Uses Advanced Word Processing Software

80% of students completing OST 210 will score 75% or higher on a final portfolio project.

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 (2013-2014) - Target: Met

100% of students completing OST 210 scored 75% or better on a final portfolio project. This class was taught live in a 16 week format.

SLO 22: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 33:OST 235 - Student Presents Written Plan to Class

90% of the student completing OST 235 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 (2013-2014) - Target: Met

100% of students completing OST 235 will plan and compose a written plan and present it orally to the class. This class was taught live in a 16 week format.

SLO 23:OST 275 - Office Management

Presents management principles and techniques, office-related information systems, and personnel management for the business office.

Related Measures:

M 34:OST 275 - Workplace Documents and Terminology

Students completing OST 275 will prepare workplace documents in a professional manner which will demonstrate their understanding and application of course terminology and workplace issues.

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

Target:

Students completing OST 275 will score 75% or better on written assignments over employment and workplace documentation.

Findings (2013-2014) - Target: Met

88% of students scored 75% or better on written assignments over employment and workplace documentation. This course was taught online in a 16 week format.

SLO 24:BAS 289 - Operations Management

Presents the fundamental concepts, principles, and practices of operations management.

Related Measures:

M 28: BAS 289 - Terminology and Application

Students completing BAS 289 will be able to demonstrate an understanding of the various processes and procedures used to successfully create and deliver goods and services.

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

Target:

70% of students completing BAS 289 will score 70% or better on a comprehensive final exam over concepts and terminology.

Findings (2013-2014) - Target: Not Met

56% of students completing BAS 289 scored 70% or better on a comprehensive exam over the course materials. This course was taught in the summer in 6 week format by former Logistics Program Coordinator, Andrew Scott, who is no longer with us.

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

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

BAS 289 - Refine Learning Outcomes and Assessments

Established in Cycle: 2013-2014

This course was taught by former faculty member, Andrew Scott, in a 6 week format over the summer. The BAS program coordinator ...

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 students completing ACT 101 will score a grade of 70% or better on the accounting cycle test.

Findings (2013-2014) - Target: Met

81% of students completing ACT 101 scored 70% or better on the accounting cycle test. This class was taught as a live hybrid which met one day a week for 16 weeks.

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 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:

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

Findings (2013-2014) - Target: Met

75% of students completing ACT 101 scored 70% or better on a comprehensive final exam. This class was taught as a live hybrid which met one day a week in the 16 week format.

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:

70% of program graduates will score 70% or better on the common comprehensive final for the course.

Findings (2013-2014) - Target: Not Met

29% of students completing ACC 202 scored 70% or better on a comprehensive final. 32% of students completing the 16 week live course scored 70% or better while 24% of students completing the 16 week online course scored 70% or better.

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...

Study Guides

Established in Cycle: 2013-2014

Increased emphasis on study guides available for preparation.

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:

90% of course completers will score 75% or better on a comprehensive practice set for service businesses.

Findings (2013-2014) - Target: Met

97% of students completing ACT 279 scored 75% or better on a comprehensive practice set for a service business. Both courses were taught online in 16 week format.

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:

90% of course completers will score 80% or better on a case analysis requiring identification of internal control weaknesses and will suggest relevant new controls.

Findings (2013-2014) - Target: Met

100% of students completing ACT 279 scored 80% or better on a case analysis requiring identification of internal control weaknesses and will suggest relevant new controls. Both classes were taught online in a 16 week format.

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 75% or better on the course practice set and its related exam.

Findings (2013-2014) - Target: Not Met

66% of students completing ACT 286 scored 75% or better on the course practice set and its related exam. The class was taught online in a 16 week format. Of the 9 total students active in the class at the time of the assessment, 3 did not attempt this assessment at all.

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...

Analyze practice sets

Established in Cycle: 2013-2014

Review practice sets available from the publisher to determine if a more appropriate option is available.

O/O 6:BAS 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:BAS 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 (2013-2014) - Target: Not Met

61% of students completing BAS 120 scored 70% or better on a comprehensive final exam. This class was taught online in the 16 week format.

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.

Preparation for Final Exam

Established in Cycle: 2013-2014

Continued promotion of study guides in Blackboard to assist in preparation for the final exam.

O/O 7: BAS 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: BAS 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:

80% 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 (2013-2014) - Target: Met

90% of all students completing BAS 160 scored 75% or higher on a business-related writing assignment. 86% of students completing the 16 week live section scored 75% or better on this assessment. 91% of students completing either the 12 or 16 week online sections of BAS 160 scored 75% or higher.

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 11: BAS 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:

80% of course completers will score 75% or better on a comprehensive final exam covering business terminology.

Findings (2013-2014) - Target: Met

87% of all students completing BAS 160 scored 75% or better on a comprehensive final exam over business terminology. 90% of students in the live 16 week section scored 75% or better on this assessment. 85% of students in both the 12 and 16 week online sections scored 75% or better on this assessment.

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: BAS 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: BAS 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 (2013-2014) - Target: Met

6 out of 8 or 75% of students completing BAS 200 scored 75% or better on a comprehensive business plan. 1 of the 2 students who scored below 75% failed the assignment and course because of plagiarism. This course was taught in a 16 week live format.

O/O 9: BAS 250 Employability Skills Seminar - Core

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

Related Measures:

M 13: BAS 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 (2013-2014) - Target: Met

100% of course completers will participate in and successfully complete an interview simulations. The 100% applies to both the online and live sections with both being taught in an 8 week format.

M 14: BAS 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 (2013-2014) - Target: Met

100% of course completers prepared an error-free portfolio of employment documents. Both the live and online sections of this course achieved the 100% rate in an 8 week format.

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: BAS 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: BAS 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 (2013-2014) - Target: Met

10 of 12 or 83% of students completing BAS 256 scored 70% or better on a comprehensive international business writing project. This class was taught online in a 16 week format.

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...

O/O 11: BAS 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: BAS 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 (2013-2014) - Target: Met

83% of students completing BAS 267 scored 75% or better on a written exam over contracts. This class was taught in both the 12 and 16 week online formats.

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: BAS 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 (2013-2014) - Target: Met

78% of students completing BAS 267 scored 75% or higher on a comprehensive final exam. This course was taught in both the 12 and 16 week online formats.

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 13: BAS 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: BAS 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 (2013-2014) - Target: Met

91% of students completing BAS 282 scored 75% or above on a marketing project. This course was taught as a live 16 week course. Because the online class in fall 2013 was the first online attempt at this content, a full marketing plan was not assigned. The instructor has worked on the logistics of such an assignment in the online environment so it will be assessed going forward.

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: BAS 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 (2013-2014) - Target: Met

92% of all students completing BAS 282 scored 70% or better on a comprehensive final exam over marketing vocabulary. This course was taught in both the 16 week live and online formats. 93% of online students scored 70% or better while 92% of live students scored 70% or better. This class has now become a transfer course to Murray State University so the measure of 70% or better on a final exam will be increased to a minimum of 75%.

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: BAS 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: BAS 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 covering the four functions of management.

Findings (2013-2014) - Target: Met

87% of students completing BAS 283 scored 75% or better on a comprehensive final exam covering the four functions of management. 89% of students completing the BAS 283 online 8 week format scored 75% or better on the comprehensive final. 83% of students completing the BAS 283 online 16 week format scored 75% or better on the 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...

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: BAS 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 (2013-2014) - Target: Not Met

76% of students completing BAS 283 scored 75% or better on a writing assignment covering the difference between a manager and a leader. This outcome suffered the most because over 1/3 of the students in the spring 2014 late start section completed the assignment. 87% of students in the fall 2013 16 week course scored 75% or better on this assessment.

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...

BAS 283 - Writing Assignment

Established in Cycle: 2013-2014

Greater points emphasis and more frequent reminders will be implemented for this particular assessment in any short-term format ...

O/O 15: BAS 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: BAS 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 (2013-2014) - Target: Met

83% of students completing BAS 284 scored 80% or better on a comprehensive final exam covering ethical behavior, conflict resolution, delegation, motivation techniques, and group dynamics. This class was taught online in a 16 week format.

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 25: BAS 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 (2013-2014) - Target: Met

83% of students completing BAS 284 scored 80% or better on a writing assignment over interpersonal and soft skills necessary for managerial success. This class was taught online in a 16 week format.

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 17: BAS 288 - Personal and Organizational Leadership

Students will examine personal and organizational goal setting, ethical management, time management, human relations, and effective communication with regards to various leadership theories.

Relevant Associations:

Strategic Plan Associations:

WKCTC

1 WKCTC Strategic Plan

Related Measures:

M 27: BAS 288 - Leadership Theories

Students completing BAS 288 will demonstrate the difference in multiple leadership theories and concepts and be able to apply those to various case studies and scenarios.

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

Target:

75% of students completing BAS 288 will score 75% or better on a comprehensive research writing assignment over leadership.

Findings (2013-2014) - Target: Met

10 out of the 13 (77%) of students completing BAS 288 scored 75% or better on a comprehensive research writing assignment. This class was taught solely online in an 8 week format.

O/O 19: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 35: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:

70% 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 (2013-2014) - Target: Met

77% of students completing QMS 101 scored 75% or better on a writing assignment reviewing their understanding of the continuous improvement novel, *The Goal*. This class was taught online in the 16 week format.

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.

Greater Emphasis on Assignment

Established in Cycle: 2013-2014

Students taking QMS 101 will be reminded several times during the semester about the upcoming reading and assignment of *The Goal*...

M 36: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:

70% of course completers will score 75% or better on a class presentation focusing on leadership & employee involvement.

Findings (2013-2014) - Target: Met

83% of students completing QMS 101 scored 75% or better on a class presentation focusing on leadership and employee involvement. This class was taught online in the 16 week format.

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 37: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:

70% of course completers will score 75% or better on completion of a customer service resolution case & the response letter to the customer.

Findings (2013-2014) - Target: Met

100% of students completing QMS 101 scored 75% or better on completion of a customer service resolution case and the response letter to the customer. This class was taught online in the 16 week format.

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.

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

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

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

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

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

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

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

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

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

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

Measure: BAS 284 Necessary Skills | **Outcome/Objective:** BAS 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

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: BAS 256 - Terminology & Concepts | **Outcome/Objective:** BAS 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: BAS 160 Vocabulary | **Outcome/Objective:** BAS 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: BAS 284 Necessary Skills | **Outcome/Objective:** BAS 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: BAS 283 Four Functions | **Outcome/Objective:** BAS 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: BAS 120 - Terminology & concepts | **Outcome/Objective:** BAS 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

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

Projected Completion Date: 08/31/2013

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

Projected Completion Date: 12/31/2013
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

Projected Completion Date: 08/31/2013
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

Projected Completion Date: 05/15/2014

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

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

Projected Completion Date: 05/15/2014

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

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

Projected Completion Date: 05/15/2014

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

Projected Completion Date: 05/15/2014
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

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

Projected Completion Date: 08/31/2013
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

Projected Completion Date: 11/30/2013
Responsible Person/Group: Sueann Hely

ACC 201 - Final Exam Performance

The online class will return to the use of the same final exam that is used by the lead instructor, Sueann Hely, in the live class. During 2013-2014, a "comparable" final was developed and used in the online class. Also, effective spring 2015, final point value will be increased from 100 to 150 points to make the assessment have a higher weight of the overall course grade. The Program Coordinator will be closer monitoring the performance of the online instructor to see if the course performance improves at all. If it does not, options include finding a new adjunct and/or limiting the amount of students the instructor is able to teach.

Established in Cycle: 2013-2014
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: 01/01/2015
Responsible Person/Group: Sueann Hely, Elizabeth Carmichael, Allison
McGullion

Analyze practice sets

Review practice sets available from the publisher to determine if a more appropriate option is available.

Established in Cycle: 2013-2014
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Sueann Hely

BAS 283 - Writing Assignment

Greater points emphasis and more frequent reminders will be implemented for this particular assessment in any short-term format to ensure students are aware of when the due dates are coming up.

Established in Cycle: 2013-2014
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Allison McGullion

BAS 289 - Refine Learning Outcomes and Assessments

This course was taught by former faculty member, Andrew Scott, in a 6 week format over the summer. The BAS program coordinator is proposing a class with such extensive content be taught for a minimum of 8 weeks and a technology/homework manager be bundled with the textbook to help ensure that students are getting the necessary assistance with the terminology and application of the course content. Additionally, the program coordinator for Business will work with the new faculty member responsible for this course, Troy Courtney, Program Coordinator for Logistics and Operations Management, to ensure this material is

being covered adequately and follows the newly developed learn on demand course in Operations Management.

Established in Cycle: 2013-2014
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):

Measure: BAS 289 - Terminology and Application | **Outcome/Objective:** BAS 289 - Operations Management

Projected Completion Date: 12/31/2014
Responsible Person/Group: Allison McGullion

Greater Emphasis on Assignment

Students taking QMS 101 will be reminded several times during the semester about the upcoming reading and assignment of The Goal. Greater emphasis will be placed on the importance of completing this assignment and being successful in this course.

Established in Cycle: 2013-2014
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Sueann Hely

Preparation for Final Exam

Continued promotion of study guides in Blackboard to assist in preparation for the final exam.

Established in Cycle: 2013-2014
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Sueann Hely

Study Guides

Increased emphasis on study guides available for preparation.

Established in Cycle: 2013-2014
Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

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

Projected Completion Date: 09/30/2014

Responsible Person/Group: Sueann Hely

Study Guides

Increased emphasis on study guides available for preparation.

Established in Cycle: 2013-2014

Implementation Status: Planned

Priority: High

Projected Completion Date: 09/30/2014

Responsible Person/Group: Sueann Hely

Study Guides Offered

Increased emphasis on study guides available for preparation.

Established in Cycle: 2013-2014

Implementation Status: Planned

Priority: High

Analysis Questions and Analysis Answers

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

The program as a whole has continued to refine its student learning outcomes for each course offered to make assessment more authentic and lessen our dependency on comprehensive finals. Additionally, learning outcome targets have been increased for several classes after a trend of meeting or exceeding the established benchmark developed. The program prides itself on continuous improvement, and increasing the challenge of those particular learning outcomes is necessary to keep those classes and the program excelling. This academic year we measured 36 different student learning outcomes. We met 30 of those and had 7 courses that did not meet their established benchmarks. The courses where learning outcomes were met are those that primarily used some type of authentic assessment other than a comprehensive final exam so changing the way we assess student performance so we obtain valuable data has become a strength but can use greater deployment throughout the courses. The diversity of assessment has provided us a more accurate picture of what students are learning in our 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?

This year we focused on dis-aggregating the results down by live vs. online, course length, and instructor when entering our learning outcomes. This provides a more accurate picture of what works best for particular courses and allows us to identify areas of weakness for

refinement. The primary areas of concern identified were greater use of authentic assessment going forward especially with our adjunct faculty, the scheduling of shorter term distance learning courses where students primarily used to a full semester schedule then add a course with highly compressed coursework, and noticeable trends in certain courses where learning outcomes are not being met by a consistently low number. In these courses, the learning outcome is valid, but the results trend substantially lower than the benchmark. Instructors will be asked to review their assessments and teaching styles to see if those areas show room for improvement. The next step will be to either limit the course caps or find a new instructor for a course with constantly low numbers.

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.

The program coordinator is using the disaggregated data to identify areas for improvement in terms of assessment and teaching of course materials. We continue to look at authentic assessment and try to implement it as an assessment anywhere it makes the most sense. Also, the development of standardized assessments and rubrics among both full-time and adjunct faculty members is helping in comparing data on the same base level. Finally, increasing the assessment measure's weight as a portion of the student's overall course grade and making some assessments a mandatory course requirement are getting greater participation on these assessments from the students.