

West Kentucky Community & Technical College

Detailed Assessment Report

2015-2016 Business Studies: Business Administration SLO

As of: 1/31/2017 10:06 AM EST

(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 1: 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 1: 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.

Finding (2015-2016) - Target: Met

77% or 103 of 133 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 live classes were taught by Sueann Hely, and the online were taught by Elizabeth Carmichael.

Finding (2015-2016) - Target: Met

77% or 103 of 133 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 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 2: 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.

Finding (2015-2016) - Target: Not Met

27% or 36 of 133 students completing ACC 201 scored better than 70% on a comprehensive final exam. This course was taught in both 16 week live and online formats each semester. The following is a breakdown from each format: Live - 47% (25 of 53) scored 70% or better; Online - 14% (11 of 80) scored 70% or better. 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...

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...

Increased Point Value for Comprehensive Final

Established in Cycle: 2014-2015

The point value for the comprehensive final has been increased to promote more student engagement. The overall student grades. ...

Additional Resources

Established in Cycle: 2015-2016

We will continue to provide study guides and emphasize homework and unit tests as keys to master and preparation for the final e...

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 BAS 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.

Finding (2015-2016) - Target: Met

79% or 15 of 19 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 BAS 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.

Finding (2015-2016) - Target: Partially Met

74% or 14 of 19 students completing BAS 274 scored 75% or better on a writing assignment over legalities, practices and trends in human resources in the workplace. Of the 19 students, 3 students did not even attempt this assessment. This course 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.

Writing Assignment Modified

Established in Cycle: 2015-2016

Our target was not met by one percentage point during this academic year. 14 of 19 students met the benchmark. 3 of the 5 who ...

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 BAS 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 80% or better on a comprehensive final exam.

Finding (2015-2016) - Target: Met

7 of 7 or 100% of students completing BAS 287 scored 80% or better on a comprehensive final exam. This class was taught in a 6 week online format during the summer.

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

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

New Online Homework Materials

Established in Cycle: 2014-2015

New online homework materials will be added the next time this course is taught to further increase student comprehension of the...

SLO 18: 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.

Finding (2015-2016) - Target: Not Met

64% or 9 of 14 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 Troy Courtney.

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 ...

Refine Assessments and Teaching Style

Established in Cycle: 2014-2015

This course was the first time new instructor, Troy Courtney, had taught this material, and the first time he had taught a class...

Course Modifications

Established in Cycle: 2015-2016

Currently tools are provided in the course to assist students in calculations required to make operational decisions. These t...

SLO 19: HOS 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: HOS 100 - Terminology

Students completing HOS 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.

Finding (2015-2016) - Target: Not Reported This Cycle

Course was not offered during this academic 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

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.

Finding (2015-2016) - Target: Met

87% or 65 of 75 students completing OST 110 keyed five, 5-minutes timings with a minimum of 35 words per minutes with no more than 5 errors. In the online sections which totaled 53 students, 81% met the measure. In the live sections which totaled 22 students, 86% met the measure. This class was taught both live and online in 16 weeks.

M 31: 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:

75% of student completing OST 110 will average 70% or better on 3 timed productions.

Finding (2015-2016) - Target: Met

79% or 59 of 75 students completing OST 110 scored 70% or better on 3 timed productions. The course was taught both live and online in 16 weeks. The live classes measured 91% or 20 of 22 completers scored 70% or better. The online classes measured 74% or 39 of 53 completers scored 70% or better.

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

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.

Finding (2015-2016) - Target: Met

94% or 17 of 18 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 225 - Introduction to Desktop Publishing

Students use desktop publishing software to design and produce publications.

Related Measures**M 33: OST 225 - Desktop Publishing Performance**

Students completing OST 225 will demonstrate the ability to produce high-quality publications using desktop publishing software.

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

Target:

80% of students completing OST 225 will average 85% or higher on chapter assignments.

Finding (2015-2016) - Target: Met

80% or 8 of 10 students completing OST 225 averaged 85% or higher on chapter assignments.

SLO 23: 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 34: 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.

Finding (2015-2016) - Target: Met

95% or 39 of 41 students completing OST 235 will plan and compose a written plan and present it orally to the class. This class was taught live in spring 2016 and online in fall 2015 in a 16 week format. Online format had 90% or 9 of 10 completers meeting measure. Live format had 97% or 30 of 31 completers meeting measure.

SLO 24: OST 275 - Office Management

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

Related Measures**M 36: OST 275 - Workplace Environment**

Students completing OST 275 will have increased knowledge of expectations and requirements in the work environment.

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 over workplace principles.

Finding (2015-2016) - Target: Met

86% or 30 of 35 students completing OST 275 scored 75% or better on a comprehensive final exam. This class was taught as a 16-week online course in fall and spring.

M 37: OST 275 - Technical Skills

Students completing OST 275 will demonstrate an increase in technical computer skills used in the workplace.

Source of Evidence: Project, either individual or group

Target:

75% of course completers will score 75% or better on Excel, Word, and PowerPoint assignments in this course.

Finding (2015-2016) - Target: Met

91% or 32 of 35 students completing OST 275 scored 75% or better on assignments in Excel, Word, and PowerPoint. This class was taught as a 16-week online course in fall and spring.

M 38: OST 275 - Soft Skills

Students completing OST 275 will continue to develop soft skills necessary for success in today's work environment.

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

Target:

75% of course completers will score 75% or better on case studies over management styles and managing records.

Finding (2015-2016) - Target: Met

86% or 30 of 35 students completing OST 275 scored 75% or better on case studies in management styles and managing records. This class was taught as a 16-week online course in fall and spring.

Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans**O/O 2: 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 3: 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.

Finding (2015-2016) - Target: Not Met

36% or 30 of 83 students completing ACC 202 scored 70% or better on a comprehensive final. 45% or 14 of 31 students completing the 16 week live course scored 70% or better while 31% or 16 of 52 students completing the 16 week online course scored 70% or better.

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

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.

Increased Point Value for Final Exam

Established in Cycle: 2014-2015

The point value for the final exam has been increased for 2015-16 to promote more student engagement with the material. Rather ...

Chapter Challenge Questions

Established in Cycle: 2015-2016

Chapter challenge questions were provided to give students a chance to practice one or two of the most challenging topics for ea...

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

O/O 3: ACT 101 Fundamentals of Accounting I - Core

Students will use accounting terminology and general theoretical principles.

Related Measures

M 4: 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 70% or better on the accounting cycle test.

Finding (2015-2016) - Target: Not Met

63% or 17 of 27 students completing ACT 101 scored 70% or better on the accounting cycle test. This class was taught as an online course for 16 weeks.

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

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 Instructional Materials

Established in Cycle: 2015-2016

New instructional materials have been adopted for Fall 2016 which include a special accounting cycle tutorial to aid in student ...

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

M 5: 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.

Finding (2015-2016) - Target: Not Reported This Cycle

The faculty did not assess this learning outcome for this academic year.

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:

80% of course completers will score 75% or better on a comprehensive practice set.

Finding (2015-2016) - Target: Not Met

79% or 15 of 19 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):

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.

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

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:

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

Finding (2015-2016) - Target: Met

89% or 17 of 19 students completing ACT 279 scored 80% or better on a case analysis requiring identification of internal control weaknesses and will suggest relevant new controls. This class was taught online in a 16 week format.

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

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...

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

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.

Finding (2015-2016) - Target: Not Met

42% or 5 of 12 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.

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

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.

Revamped Point Structure for Assessment

Established in Cycle: 2015-2016

Students are already provided with a help sheet with guidance on the most challenging transactions in the practice set. Future ...

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

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 BAS 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.

Finding (2015-2016) - Target: Met

82% or 36 of 44 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):

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.

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

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 BAS 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.

Finding (2015-2016) - Target: Met

83% or 121 of 145 students completing BAS 160 scored 75% or higher on a business-related writing assignment. 84% of students completing the 16 week live sections scored 75% or better on this assessment. 83% 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):

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...

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

M 11: BAS 160 Vocabulary

Students completing BAS 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.

Finding (2015-2016) - Target: Met

83% or 139 of 169 students completing BAS 160 scored 75% or better on a comprehensive final exam over business terminology. 73% of students in the live 16 week section scored 75% or better on this assessment. 88% 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):

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...

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

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 BAS 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.

Finding (2015-2016) - Target: Met

5 out of 6 or 83% of students completing BAS 200 scored 75% or better on a comprehensive business plan. 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 BAS 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.

Finding (2015-2016) - Target: Met

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

Finding (2015-2016) - 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):

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...

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

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 BAS 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.

Finding (2015-2016) - Target: Met

13 of 15 or 87% 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):

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...

Assessment Emphasis

Established in Cycle: 2014-2015

Greater emphasis on the importance of completing this assignment as a means to pass this course will be placed going forward.

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

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 BAS 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.

Finding (2015-2016) - Target: Met

94% or 114 of 121 students completing BAS 267 scored 75% or better on a written exam over contracts. This class was taught in both live and online 16 week formats.

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

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...

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

M 17: BAS 267 Law terminology and concepts

Students completing BAS 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.

Finding (2015-2016) - Target: Met

82% or 94 of 114 students completing BAS 267 scored 75% or higher on a comprehensive final exam. This course was taught in both live and online 16 week formats.

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

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...

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

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 BAS 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.

Finding (2015-2016) - Target: Met

90% of students completing BAS 282 scored 75% or above on a marketing simulation project. This course was taught as a live 16 week course.

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

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...

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

M 21: BAS 282 Terminology

Students completing BAS 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.

Finding (2015-2016) - Target: Met

75% of students completing BAS 282 scored 75% or above on a comprehensive final exam. This course was taught as a live course in spring 2016, and an online course in both fall 15 and spring 16. Fall Online - 26/35, Spring Live - 11/19, and Spring Online 25/29.

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

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...

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

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 BAS 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 management written assignment requiring application of the four functions of management.

Finding (2015-2016) - Target: Met

85% or 76 of 89 students completing BAS 283 scored 75% or better on a comprehensive final exam covering the four functions of management. 83% of students completing the BAS 283 online 16 week format scored 75% or better on the comprehensive final exam. 100% of students completing BAS 283 live in 16 week format scored 75% or better on a comprehensive final exam.

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

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...

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

M 23: BAS 283 Major Theories

Students completing BAS 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.

Finding (2015-2016) - Target: Met

81% of students completing BAS 283 scored 75% or better on a writing assignment covering the difference between a manager and a leader. This course was taught as a 16 week online in fall 2015, 16 week live in spring 2016 and a 16 week online in spring 2016. Fall 2015 online - 84%, Spring 2016 online - 74%, Spring 2016 live - 93%

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

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 ...

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

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 BAS 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.

Finding (2015-2016) - Target: Met

82% or 9 of 11 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):

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...

Textbook Change and Course Material Revision

Established in Cycle: 2014-2015

This spring 2015 course used a new textbook and technology package which students struggled with the entire semester. The inst...

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

M 25: BAS 284 Necessary Skills

Students completing BAS 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.

Finding (2015-2016) - Target: Not Met

73% or 8 of 11 students completing BAS 284 scored 80% or better on a writing assignment over interpersonal and soft skills necessary for managerial success. 2 students did not even attempt this assessment. This class was taught online in a 16 week format.

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

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...

Assessment Emphasis

Established in Cycle: 2014-2015

Greater emphasis on this assessment will be given so the student understands that failure to complete this assignment will lead ...

Increased Emphasis on Completion of Assessment

Established in Cycle: 2015-2016

Greater emphasis either through increased points value for this assessment or using adaptive release to make this assessment man...

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

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.

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.

Finding (2015-2016) - Target: Met

93% or 27 of 29 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 in both fall and spring semesters by adjunct instructor, Jess Puffenbarger.

O/O 25: 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 39: 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.

Finding (2015-2016) - Target: Met

78% or 7 of 9 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):

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.

Course Update

Established in Cycle: 2015-2016

This course will be replaced in our course offerings by QMS 201 - Customer Service. The QMS 201 is actually more in ...

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

M 40: 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.

Finding (2015-2016) - Target: Not Met

78% or 7 of 9 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):**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.

Required Course Assignments

Established in Cycle: 2014-2015

Effective in 2016, the three learning outcome assignments for QMS 101 will become required assignments. Students not participat...

Course Update

Established in Cycle: 2015-2016

This course will be replaced in our course offerings by QMS 201 - Customer Service. The QMS 201 is actually more in line with w...

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

M 41: 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.

Finding (2015-2016) - Target: Met

88% or 7 of 8 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):**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*...

Required Course Assignments

Established in Cycle: 2014-2015

Effective in 2016, the three learning outcome assignments for QMS 101 will become required assignments. Students not participat...

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

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: 07/2010

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: 07/2009

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: 07/2010

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: 07/2010

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: 07/2010

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: 07/2010

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: 08/2010

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: 12/2010

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: 07/2010

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: 07/2010

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: 07/2010
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: 07/2010
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: 09/2011

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: 06/2011
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: 06/2011
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: 11/2011
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: 12/2011
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: 11/2011
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: 08/2013

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: 12/2014

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: 12/2014

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: 09/2014

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: 09/2014

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

Assessment Emphasis

Greater emphasis on the importance of completing this assignment as a means to pass this course will be placed going forward.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Allison McGullion

Assessment Emphasis

Greater emphasis on this assessment will be given so the student understands that failure to complete this assignment will lead at least a letter grade less in this course. Also, the instructor will send out multiple reminders when this due date is approaching.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Allison McGullion

Increased Point Value for Comprehensive Final

The point value for the comprehensive final has been increased to promote more student engagement. The overall student grades, whether in live or online classes, do not seem to correlate with the final exam grade. Instructors feel that students are studying only enough to hold their current grade and their final exam performance is typically not reflective of their other performance in the class. By increasing the point value, students will be forced to engage with the material more in test preparation and hopefully the exam grades will improve.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: Medium

Relationships (Measure | Outcome/Objective):

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

Implementation Description: Increase point value for final exam

Projected Completion Date: 05/2016

Responsible Person/Group: Sueann Hely & Elizabeth Carmichael

Additional Resources: None

Increased Point Value for Final Exam

The point value for the final exam has been increased for 2015-16 to promote more student engagement with the material. Rather than studying to a limited extent to simply hold their current letter grade, an increased point value will mean students have more on the line and will hopefully study more for the final exam.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: Medium

Relationships (Measure | Outcome/Objective):

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

Implementation Description: Increase point value of final exam on syllabus

Projected Completion Date: 05/2016

Responsible Person/Group: Sueann Hely

Additional Resources: None

New Online Homework Materials

New online homework materials will be added the next time this course is taught to further increase student comprehension of the course concepts and their applications.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: BAS 287 - Concepts and Terminology | **Outcome/Objective:** BAS 287 - Supervisory Management - Mgmt

Responsible Person/Group: Allison McGullion

Refine Assessments and Teaching Style

This course was the first time new instructor, Troy Courtney, had taught this material, and the first time he had taught a class in a 6 week format. Troy was able to see areas for improvement in the assessments he uses and the way he teaches the materials. Continued refinement of this course will take place until he teaches it again and will go forward as he engages in continuous improvement.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Troy Courtney

Required Course Assignments

Effective in 2016, the three learning outcome assignments for QMS 101 will become required assignments. Students not participating in those assignments will not pass the class. The failure to meet the learning outcomes for two of the three QMS 101 SLOs is entirely due to students not participating in those assignments and that option will be eliminated through this change of policy. At the time the measurement was recorded, the fall 2015 semester had begun and it was too late to change course policy, but this change will occur the next time the course is offered.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: Medium

Relationships (Measure | Outcome/Objective):

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

Implementation Description: Required course assignments.

Projected Completion Date: 12/2016

Responsible Person/Group: QMS 101 Faculty

Additional Resources: None

Required Course Assignments

Effective in 2016, the three learning outcome assignments for QMS 101 will become required assignments. Students not participating in those assignments will not pass the class. The failure to meet the learning outcomes for two of the

three QMS 101 SLOs is entirely due to students not participating in those assignments and that option will be eliminated through this change of policy. At the time the measurement was recorded, the fall 2015 semester had begun and it was too late to change course policy, but this change will occur the next time the course is offered.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: Medium

Relationships (Measure | Outcome/Objective):

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

Implementation Description: Required course assignments.

Projected Completion Date: 12/2016

Responsible Person/Group: QMS 101 faculty

Additional Resources: None

Textbook Change and Course Material Revision

This spring 2015 course used a new textbook and technology package which students struggled with the entire semester. The instructor tried different types of assessments throughout the semester to see if that helped students grasp the material better. It was determined this book did not properly focus on the materials normally covered in this course so a new textbook and technology package has been selected moving forward. Also, a simulation may be added.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Allison McGullion

Additional Resources

We will continue to provide study guides and emphasize homework and unit tests as keys to master and preparation for the final exam. However, we have a significant number of visiting students in online sections and concerns about academic integrity. A proctored comprehensive online final exam is the only way to ensure that students' performance is authentic. Many of the students have sufficient points in other areas and aren't concerned about poor performance on the final exam.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Sueann Hely

Chapter Challenge Questions

Chapter challenge questions were provided to give students a chance to practice one or two of the most challenging topics for each chapter. Only a few students participated and those who did tended to be the high achieving students who weren't in need of the practice as much as the low scoring students.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Sueann Hely

Course Modifications

Currently tools are provided in the course to assist students in calculations required to make operational decisions. These tools are provided as one file containing a large number of worksheets to assist in these calculations. In summer of 2017 this format will be changed to provide needed tools specific to content in that chapter. Prior to the final exam I will provide a comprehensive study tool highlighting specific terms and decision making protocols and include a practice exam to assist in preparation of the final exam.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Troy Courtney

Course Update

This course will be replaced in our course offerings by QMS 201 - Customer Service. The QMS 201 is actually more in line with what our students need for overall workplace success. If and when this course is taught in the future, this assessment will be given an increased points value over 15 points to reflect the importance of this assessment.

Established in Cycle: 2015-2016

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

Course Update

This course will be replaced in our course offerings by QMS 201 - Customer Service. The QMS 201 is actually more in line with what our students need for overall workplace success. If and when this course is taught in the future, this assessment will be given an increased points value over 15 points to reflect the importance of this assessment.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

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

Increased Emphasis on Completion of Assessment

Greater emphasis either through increased points value for this assessment or using adaptive release to make this assessment mandatory in order to open new course material will be implemented.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

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

Responsible Person/Group: Allison McGullion

New Instructional Materials

New instructional materials have been adopted for Fall 2016 which include a special accounting cycle tutorial to aid in student comprehension of the course materials.

Established in Cycle: 2015-2016

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

Responsible Person/Group: Sueann Hely

Revamped Point Structure for Assessment

Students are already provided with a help sheet with guidance on the most challenging transactions in the practice set. Future course offerings will allocate more points to the completion and accuracy of the set and will decrease the emphasis on the data analysis.

Established in Cycle: 2015-2016

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

Writing Assignment Modified

Our target was not met by one percentage point during this academic year. 14 of 19 students met the benchmark. 3 of the 5 who didn't meet the benchmark didn't even attempt the assignment. This assignment will be modified and assigned for a due date earlier in the semester to see if more students would complete this assignment if not due during such a highly concentrated time for exams and other large assessments.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: BAS 274 - Workplace Issues | **Outcome/Objective:** BAS 274 - Human Resource Management

Responsible Person/Group: Allison McGullion

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. 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. Courses using authentic assessments such as comprehensive projects or those who assess learning outcomes throughout the entire semester seem to produce a more accurate measure of student learning and mirror more closely the overall grade distribution in those courses. In the majority of courses, the overall number of students actively participating at the end of the course was on the rise. Technology integration into the program classes still continues to evolve as faculty try to improve student engagement, retention, and comprehension. Principles of Marketing students now participate in an online marketing simulation group project to illustrate the development and progress through the new product development cycle. Additionally, both ACC 201 and ACC 202 adopted new textbooks which utilize McGraw-Hill's adaptive learning software, CONNECT, to increase student comprehension of course materials and access to a variety of study tools. Overall, 29 of 41 student learning outcomes measured were met. We did not see a dramatic difference between fall and spring courses meeting their established measures like we did in academic year 2014-2015. Also, the gap between live and online courses meeting their established measures was not as pronounced.

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

Out of the 41 learning outcomes measured during this academic year, 12 were not met. The overwhelming majority of

these came from the various accounting courses, QMS 101, and one of the measures for BAS 284. Over the past academic years, new course materials, greater points distribution towards the assessment-related assignment, and supplemental instruction have been implemented in many of the accounting courses. To date, the majority of these learning outcomes are still not being met. The overall trend in live classes of ACC 201 and ACC 202 are improving; however, the online courses are not seeing anywhere near an upward trend. ACC 201 online taught by Elizabeth Carmichael had only 11 of 80 students meet the learning outcomes assessment for her course. A new assessment strategy for these courses will be put in place going forward. The assessment of SLO's in accounting courses does not match the overall grade distribution of the students' final grades. A closer tie between the assessment and overall class grade will be in place going forward.

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

All faculty continue to evaluate the validity of the assessment instruments used to evaluate established student learning outcomes and either revise the current assessment or create an altogether new assessment tool to measure the outcome more appropriately. Continuing to improve communication channels with students and fully utilizing the early warning system, Starfish, has become helpful in assuring students are completing the required assignments and comprehending the course materials to their fullest.

Where do you want your program to be in five years? What challenges and opportunities do you see for your program over the next five years?