

2010-2011 Assessment Cycle (2010-2011Assessment Cycle)

Assessment Plan

Mission Statement

Learning Outcomes and Measures

Business Management Outcome Set

Learning Outcome

Marketing Planning

Students will demonstrate proficiencies in:

1. Developing a marketing plan
2. Brand development
3. Creating strategy
4. Evaluating and control
5. Understanding of basic economic

▼ Measure: ETS® Major Field Test for Associate Degree Business Programs
Program level: Direct - Exam

Details/Description:
Acceptable Target: National average
Ideal Target: > National average
Implementation Plan (timeline):
Key/Responsible Personnel: Bob Defries

Management Skills

Students will demonstrate proficiencies in:

1. Planning
2. Leading
3. Organizing
4. Training
5. Controls

▼ Measure: ETS® Major Field Test for Associate Degree Business Programs
Program level: Direct - Exam

Details/Description:
Acceptable Target: National average
Ideal Target: > National average
Implementation Plan (timeline):
Key/Responsible Personnel: Bob Defries

Sales

Students will demonstrate proficiency in:

1. Developing customer relationships
2. Understanding customer needs
3. Talk about product in terms of FABs
4. Closing the sale and overcoming objections

▼ Measure: Counselor Selling course
Course level: Direct - Exam

Details/Description: A certificate of completion of the Counselor Selling course
Acceptable Target: 90% Passage
Ideal Target: 100% Passage
Implementation Plan (timeline): Spring 11
Key/Responsible Personnel: Bob Defries

Professional Readiness

Students will demonstrate proficiencies in:

1. Time management
2. Interpersonal communication skills
3. Emotional intelligence
4. Problem solving skills
5. Business etiquette

▼ Measure: e-Folio
Program level: Direct - Portfolio

Details/Description: Completion of an e-Folio the final semester of their degree.
A successful e-Folio should contain:

1. Professional Home Page
2. Resume
3. At least six examples of coursework
4. Evidence of Academic Honors, Club or Community Affiliations
5. Volunteer Work.

Acceptable Target: 90% complete
Ideal Target: 100% complete
Implementation Plan (timeline): Spring 11

Key/Responsible Personnel:

Financial understanding

Students will demonstrate proficiencies in:

1. Basic accounting skills
2. Develop a proforma
3. Basic financial information
4. Legal and ethical implications of business practices

▼ Measure: ETS® Major Field Test for Associate Degree Business Programs
Program level: Direct - Exam

Details/Description:

Acceptable Target: National average

Ideal Target: > National average

Implementation Plan (timeline):

Key/Responsible Personnel: Bob Defries

Embracing Diversity and Global Awareness

Students will demonstrate an understanding:

1. Global business mentality
2. Conflict resolution skills
3. Understanding and respecting cultural differences

▼ Measure: ETS® Major Field Test for Associate Degree Business Programs
Program level: Direct - Exam

Details/Description:

Acceptable Target: National average

Ideal Target: > National average

Implementation Plan (timeline):

Key/Responsible Personnel: Bob Defries

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