2013-2014 Assessment 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: A.S.K. Assessment
Program level; Direct - Exam

Details/Description:

Acceptable Target: National average

Ideal Target: > National average

Implementation Plan (timeline): Spring 14

Key/Responsible Personnel: Kris Daby

Management Skills

Students will demonstrate proficiencies in:
1. Planning
2. Leading
3. Organizing
4. Training
5. Controls

Measure: A.S.K. Assessment
Program level; Direct - Exam

Details/Description:

Acceptable Target: National average

Ideal Target: > National average

Implementation Plan (timeline): Spring 14

Key/Responsible Personnel: Kris Daby

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 14

Key/Responsible Personnel: Kris Daby

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

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Ideal Target: 100% complete

Implementation Plan (timeline): Spring14

Key/Responsible Personnel: Kris Daby

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: A.S.K. Assessment
Program level; Direct - Exam

Details/Description:

Acceptable Target: National average

Ideal Target: > National average

Implementation Plan (timeline): Spring 14

Key/Responsible Personnel: Kris Daby

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: A.S.K. Assessment
Program level; Direct - Exam

Details/Description:

Acceptable Target: National average

Ideal Target: > National average

Implementation Plan (timeline): Spring 14

Key/Responsible Personnel: Kris Daby

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