

Assessment: Assessment Unit Four Column

Program - Business Marketing/Management

Mission Statement: Prepare students to obtain a job in mid-management or marketing position. Teach students the skills to make them successful employees and employers.

<i>Outcomes</i>	<i>Assessment Tools</i>	<i>Results</i>	<i>Actions</i>
<p>Business Mrkt/ Mgmt - Critical Reading - Critical Reading: At the completion of the Business Management course, students will be able to correctly identify management styles and relationships between management styles and real-life situations; will be able to identify types of employee behavior by theorists; will integrate organizational management skills; and will identify strengths and weakness of employee skills and talents.</p> <p>Outcome Status: Active Outcome Type: Curricular Start Date: 08/21/2018</p>	<p>Direct - Business Management: By reading specific management case studies and applying prior knowledge, students will use the Critical Reading rubric to identify organizational managements skills to become a effective leader. Benchmark: 75% of the class will achieve a Critical Reading Rubric score of 4-4-3 or higher on the management case studies Schedule: Spring Semester</p> <p>Indirect - Business Management: Final exam of the course Benchmark: 80% of the students will earn a final grade of 70%/ C or higher Schedule: Spring Semester</p>	<p>Action Status: Action Complete Result Type: Benchmark Met 78% of the students (21 out of 27) achieved a critical reading rubric score of 4-4-3 or higher on the management case studies. (05/14/2019)</p> <p>Action Status: Action Complete Result Type: Benchmark Met 83% (23 out of 28 students) received a final grade of 70% or higher. (05/14/2019)</p>	
<p>Business Mrkt/ Mgmt - Information Literacy - Information Literacy: Students will demonstrate information literacy by purposefully watching a video case study of a business concept/ scenario, reading a summary, using internet research, interpreting the information, making valid conclusions, and evaluating possible outcomes.</p>	<p>Direct - Intro to Marketing: Information Literacy rubric score for video case study summary to access general outcomes about principles and functions of a business. Benchmark: 80% of the students will earn a 4-4-3-3 or higher rating using the Information Literacy rubric on the video case studies Schedule: Fall Semester</p>	<p>Action Status: Action Complete Result Type: Benchmark Met 93% of the students earned a score of 4-4-3-3 or higher on the video case studies using the literacy rubric. (05/14/2019)</p>	

<i>Outcomes</i>	<i>Assessment Tools</i>	<i>Results</i>	<i>Actions</i>
<p>Outcome Status: Active Outcome Type: Curricular Start Date: 08/21/2018</p>	<p>Indirect - Intro to Marketing: Assigned projects, chapter quizzes, and unit exams Benchmark: 80% of the students will earn a grade of C or higher Schedule: Fall Semester</p>	<p>Action Status: Action Complete Result Type: Benchmark Met 85% of the students in Intro to Marketing earned a grade of C or higher. (05/14/2019)</p>	
<p>Business Mrkt/ Mgmt - Critical Thinking - Think Critically: Students will demonstrate critical thinking skills by purposefully studying a real-life situation, trying to see the situation from all sides, interpreting the information, making valid conclusions, and evaluating possible outcomes. Outcome Status: Active Outcome Type: Curricular Start Date: 08/21/2018</p>	<p>Direct - E-Commerce: Critical Thinking rubric score for Business Practice Firm final project presentation of a complete business plan and presentation Benchmark: 80% of the students will earn a 3-3-2 or higher rating using the Critical Thinking rubric on the final business presentation project. Schedule: Spring Semester</p>	<p>Action Status: Action Complete Result Type: Benchmark Met 94% of the students earned a 3-3-2 or higher rating using the critical thinking rubric on the final business presentation project. (05/14/2019)</p>	
	<p>Indirect - E-Commerce: Capstone business plan project grade Benchmark: 80% of the students will earn a grade of C or higher Schedule: Spring Semester</p>	<p>Action Status: Action Complete Result Type: Benchmark Met 94% of the students earned a grade of C or higher on their final business plan project grade. (05/14/2019)</p>	