

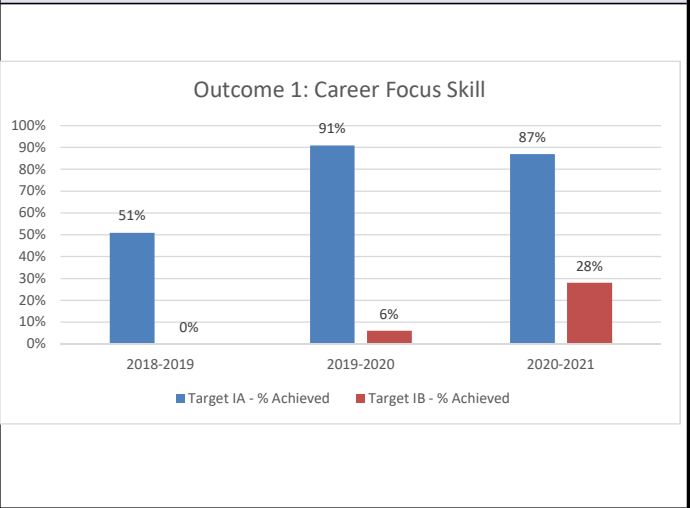
Standard #4 Measurement and Analysis of Student Learning and Performance

Performance Indicator	Definition
1. Student Learning Results	A student learning outcome is one that measures a specific competency attainment. <i>Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination.</i> Add these to the description of the measurement instrument in column

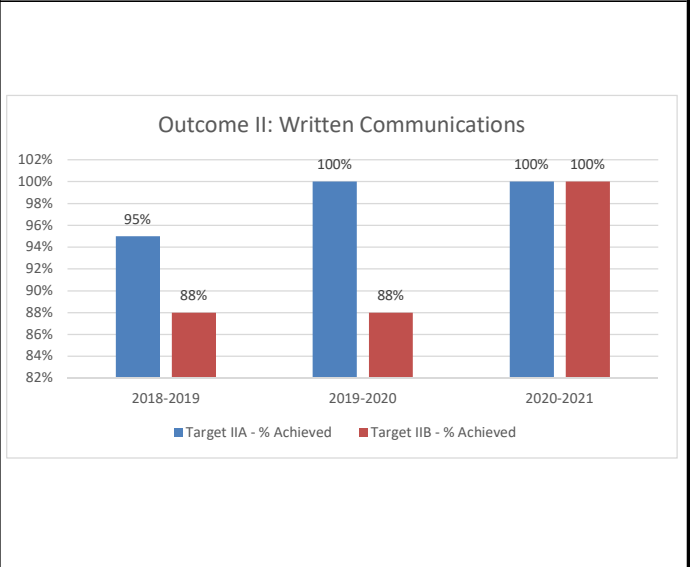
Analysis of Results - Business Administration Program

Performance Measure: What is your performance measure? What is your goal? (The goal should be measurable.)	What is your measurement instrument or process? (indicate length of cycle)	Current Results: What are your current results?	Analysis of Results: What did you learn from your results?	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)
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<p>Outcome I: Career Focus Skill</p> <p><i>Achievement Target IA:</i> 80% of students will score 75% or higher on the Business Administration Senior Exit Exam.</p> <p><i>Achievement Target IB:</i> 65% of students taking the Educational Testing Service (ETS) Major Field Test (MFT) will score at or above the national mean.</p>	<p><i>Measure IA:</i> Business Administration Senior Exit Exam.</p> <p><i>Measure IB:</i> Business and Accounting Educational Testing Services (ETS) Major Field Test (MFT).</p>	<p><i>Findings IA:</i> 87% (27 out of 31) scored 75% or higher on the exit exam.</p> <p><i>Findings IB:</i> 28% (9 of 32) of students scored at or above the national mean score.</p>	<p><i>Use of Results/Analysis IA:</i> A supplementary assignment was developed, and a critical assessment (Midterm exam) was redesigned to cover similar questions on critical thinking and application skills.</p> <p><i>Use of Results/Analysis IB:</i> Faculty placed greater emphasis on assignments covering quantitative analysis, economics, accounting, and international issues, the areas in which students scored lower.</p>	<p><i>Action Plan IA:</i> Low-scoring students will visit the College's Metacognition Lab for practice and improvement in their test-taking skills and see the Academic Success Center for individual sessions.</p> <p><i>Action Plan IB:</i> Aligning contents in courses focusing on the Major Field Test areas by identifying assessment indicators for all 120 questions on the exam. The faculty will review the achievement target.</p>
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<p>Outcome II: Written Communications</p> <p><i>Achievement Target IIA:</i> 80% of students will score 70% or higher on the senior exit exam essay portion.</p> <p><i>Achievement Target IIB:</i> 75% of students will score 70% or higher on the written research paper in MG 402 (Strategic Management).</p>	<p><i>Measure IIA:</i> Business Administration Senior Exit Exam evaluated using a 100 points rubric.</p> <p><i>Measure IIB:</i> Written research paper scores in MG 402 (Strategic Management) course, evaluated with a 100 points rubric.</p>	<p><i>Findings IIA:</i> 100% (31 of 31) of the students passed the essay portion of the senior exit exam with an overall average score of 84%.</p> <p><i>Findings IIB:</i> 100% (12 of 12) of the students scored 70% or higher on the written research paper in MG 402.</p>	<p><i>Use of Results/Analysis IIA:</i> Business faculty arranged two (2) study sessions in GB 449 Senior Seminar class, three (3) College writing lab sessions, and an APA style research writing workshop.</p> <p><i>Use of Results/Analysis IIB:</i> Three (3) practice sessions conducting business research with the College's library staff. In addition, students were given the opportunity to attend APA workshops to address the area of proper citing references.</p>	<p><i>Action Plan IIA:</i> At the beginning of each semester, the faculty will: (1) give a pretest to identify students who may need assistance in writing, and (2) College writing lab (3) An APA workshop</p> <p><i>Action Plan IIB:</i> 1) Assistance from the Library staff to improve students' ability to use available databases and other resources offered by the college. 2) A mandatory APA writing workshop and practice paper will be incorporated into the MG 402 course.</p>
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<p>Outcome III: Oral Communication Skills</p> <p><i>Achievement Target IIIA:</i> 80% of the students will score 75% or higher on oral presentation evaluated with a 100 point rubric.</p> <p><i>Achievement Target IIIB:</i> 80% of the students will score 70% or higher on elevator speech, evaluated with a 100 point rubric.</p>	<p><i>Measure IIIA:</i> PowerPoint Presentation - Classroom oral presentation using PowerPoint and evaluated by 100 points oral presentation rubric in MG 381 Principles of Management.</p> <p><i>Measure IIIB:</i> Group oral presentation evaluated by a 100 point rubric in GB 450 Business Decisions and MG 402 Strategic Management.</p>	<p><i>Findings IIIA:</i> 96% (22 of 23) of the students received a 75% or higher score on an oral presentation using PowerPoint.</p> <p><i>Findings IIIB:</i> Due to the virtual classes, Group oral presentation was not conducted successfully.</p>	<p><i>Use of Results/Analysis IIIA:</i> Two (2) practice sessions to students in an oral presentation before their formal presentation.</p> <p><i>Use of Results/Analysis IIIB:</i> Faculty believes that students will be more engaged in conversations through group discussion, thereby achieving the intended goal of better oral communication skills.</p>	<p><i>Action Plan IIIA:</i> Practice sessions in oral presentations.</p> <p><i>Action Plan IIIB:</i> The faculty strongly believes that Oral Group presentation will be a better approach for developing our students' oral communication. Group Presentations will continue to be a part of the course as circumstances permits.</p>	<p style="text-align: center;">Outcome III: Oral Communication Skills</p> <table border="1"> <caption>Outcome III: Oral Communication Skills - Achievement Data</caption> <thead> <tr> <th>Year</th> <th>Target IIIA - % Achieved</th> <th>Target IIIB - % Achieved</th> </tr> </thead> <tbody> <tr> <td>2018-2019</td> <td>80%</td> <td>85%</td> </tr> <tr> <td>2019-2020</td> <td>100%</td> <td>88%</td> </tr> <tr> <td>2020-2021</td> <td>96%</td> <td>-</td> </tr> </tbody> </table>	Year	Target IIIA - % Achieved	Target IIIB - % Achieved	2018-2019	80%	85%	2019-2020	100%	88%	2020-2021	96%	-
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