

Program Outcomes Guide

Directions: Please complete this form to document your progress toward improving student learning. For each item, indicate your progress and your anticipated next steps. Thank you!

Program Title: BUS Business Administration

Date: Fall 2016/Spring 2017

Program Team: Lori Spessard (Coordinator), Stacey McGee, and James Pierne

Expected Learning Outcomes:

1. Students will indicate knowledge of today's business environment (legal, regulatory, political, cultural, and economic).
2. Students will utilize economic and business terminology, concepts, and theories to analyze "real world" scenarios and events.
3. Students will select and apply the technology tools for making personal and business decisions.
4. Students will communicate effectively as writers, listeners, and speakers in diverse business and social settings.
5. Students will demonstrate competence in accounting processes and systems.
6. Students will apply analytical, critical thinking, and decision-making skills required to function effectively in the business environment.

Assessment (How do or will students demonstrate achievement of each outcome?)

We are using an "embedded assignments" approach to assess program outcomes. Assignments from the following required courses are being chosen to assess the learning outcomes:

ACC 101
ACC 102
ECO 201
ECO 202

Data is collected in all sections using common assessments in all sections.

Validation (What methods have you used or will you use to validate your assessment?)

The questions used are from MyLab and other publisher test banks in all four courses. These questions are tested and validated by the publisher.

Results (What do your assessment data show? If you have not yet assessed student achievement of your learning outcomes, when is assessment planned?)

BUS.AA Program Results
By Course and by Format
For Fall 2016 and Spring 2017

All Outcomes				Outcome #3			
Course	F2F	Online	Grand Total	Course	F2F	Online	Grand Total
ACC101	78%	74%	77%	ECO201	74%	70%	72%
ACC102	77%	70%	74%	ECO202	83%	71%	77%
ECO201	72%	67%	70%	Grand Total	77%	70%	74%
ECO202	80%	67%	74%				
Grand Total	76%	68%	73%				

Outcome #1				Outcome #4			
Course	F2F	Online	Grand Total	Course	F2F	Online	Grand Total
ACC101	83%	78%	81%	ECO201	74%	70%	72%
ACC102	87%	76%	83%	ECO202	83%	71%	77%
ECO201	72%	67%	70%	Grand Total	77%	70%	74%
ECO202	86%	70%	78%				
Grand Total	78%	69%	75%				

Outcome #2				Outcome #5			
Course	F2F	Online	Grand Total	Course	F2F	Online	Grand Total
ACC101	82%	81%	81%	ACC101	75%	71%	73%
ACC102	70%	65%	68%	ACC102	81%	74%	78%
ECO201	70%	68%	69%	Grand Total	77%	72%	75%
ECO202	69%	61%	65%				
Grand Total	70%	64%	67%				

Outcome #6			
Course	F2F	Online	Grand Total
ACC101	83%	78%	81%
ACC102	78%	70%	74%
ECO201	70%	64%	68%
ECO202	79%	66%	73%
Grand Total	76%	66%	72%

In general, face-to-face sections performed better than online sections. It is not clear why this is the case, since all sections are working with the same material and assessments.

Follow-up (How have you used or how will you use the data to improve student learning?)

1. ECO course components are changing significantly again for FY18. We were unhappy with the OER textbook used during the last two years.
2. Required homework appears to help students. While there was required homework with the OER/Moodle course design, we believe returning to a Pearson MyLab product for ECO will be

helpful to students. MyLab provides both a greater quantity and quality of practice than the OER material can provide. (MyLab continues to be used in ACC courses.)

3. We are planning to change the relative weights of the ECO exams, hoping this will improve student effort on these assessments.

4. No major changes to ACC courses are planned, as this will be the first year with our new full-time ACC faculty member.

Budget Justification (What resources are necessary to improve student learning?)

Current resources are adequate