

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: Management Certificate, Option in Marketing

Date: Spring 2017

Program Team: Stacey McGee, Business Faculty

Expected Learning Outcomes:

1. Develop a broad understanding of the role of various components of marketing and business.
2. Discuss ethical implications in relation to marketing.
3. Demonstrate knowledge of today's business environment (legal, financial, and economic).
4. Provide an understanding of the impacts of current social issues, diversity, and globalization on marketing.

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

Most data are collected from exam questions from the various courses in this program. In each case, common exam questions are used in all sections of the course and the results of those common questions are reported here.

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

The test questions are taken from the publisher's test bank. It is assumed that the publisher validates these questions and tests them for reliability.

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

Outcomes	ECO 201	ECO 202	MGT 103	MGT 104	Average
#1: Develop an understanding of the terminology and concepts of management	67%	79%	81%	79%	77%
#2: Develop a broad understanding of the role of various components of business.		77%	75%	76%	76%
#3: Develop critical thinking skills for various management situations experienced as a manager.	82%	80%	79%	72%	78%

#4: Understand how current issues have the potential for impacting current management practices	67%	79%	77%	81%	76%
#5: Develop an understanding of the various processes and responsibilities of management and their application in today's business environment	72%		79%	77%	76%
#6: Describe the importance and need for ethical behavior across various areas of business			82%	65%	74%
#7: Develop an understanding of the importance of personal interaction skills to the management process			70%		70%
#8: Understand how marketing and management need to interact to be successful				76%	76%
#9: Provide an understanding of current social issues, diversity, and globalization on the process of management	70%		77%	86%	78%

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

Student met the goal for all but 2 of the outcomes (#7 and #8).

This POG still reflects significant differences between the Management Certificate and the Management – Marketing Option Certificate. Changes to the program were approved in SP17 and will be in effect next academic year. This program will then be more closely aligned with the Management Certificate.

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

Current resources are adequate