

Business Administration Associate in Arts Assessment Results

Program Objective

The Business Administration program provides the graduate with general administrative skills as well as a diversified background in business management principles. The program provides the tools and knowledge to confidently pursue employment in the field of general business administration.

Program Description

The second year introduces the specific business administrative courses that are the core of the degree. Students who complete the Business Administration degree program will be prepared to apply a wide range of concepts in management, marketing, human resources, and finance.

To fulfill the basic goals and objectives the following Business Administration Year Two Program Learning Outcomes have been adopted for the program.

Upon successful completion of this program, students will be able to do the following:

1. Apply an understanding of global and economic, social, and environmental trends to issues and developments in the current business environment.
2. Demonstrate an understanding of ethical decision making based on knowledge, self-awareness, and critical thinking skills.
3. Apply an understanding of principles and best practices of management, human resources, finance, and marketing to analyze issues and problems, and contribute to continuous quality improvement efforts.
4. Act independently and as a team member to work effectively in a confident, competent and professional manner.

Program Learning Outcomes (PLOs) Assessment Report Summary

Findings:

This assessment was completed in 2013. The course student learning outcomes assessments from all of the course assessments in the Business Administration Year 2 program map to the program learning outcomes. The department set target achievement goals and compared the results of the actual achievement goals to the target. The results of the course and program assessment showed the following:

- The curriculum will be updated over the next year. We are making changes to the tests. Right now, the multiple choice questions in the tests are the same as in the homework. This accounts for 70 – 80% of the tests. Essay questions are general questions that students should be able to answer if they have even a basic understanding of what has been taught in class. Over time, teachers have been giving students a list of questions to study from that include the essay questions. We are finding that students are now expecting to have these essay questions before the tests. Students are not taking the time to study the subjects. In talking with the teachers, we have decided to redo the tests completely. The multiple choice questions will not be the same as the homework...they will be similar but not the exact questions. Essay questions will not be given out before the tests. A study guide will be created by the curriculum specialist and will contain broad topics/concepts for students to study. The goals are to increase students' accountability, independence and improve their study skills.

- Additionally, instructors feel that the group grading of the research paper has been beneficial in helping them focus on the outcomes and the quality of the paper. This also helps improve consistency of grading. We will continue to group grade papers over the next year.
- The WASC team had a finding that involved improving the accessibility of LRC resources for GE students in order for them to conduct higher quality research. This basically means that we need to have better data bases and research options available to them for the papers. The school will work on acquiring these resources and we will provide them to the teachers and students.
- Additionally, we need to make sure that people are well prepared for their classes and are presenting interesting lectures. A few comments from surveys seemed to indicate this was necessary as was giving regular feedback.

Action Items:

- Update Curriculum and Tests
- Continue Group Grading to improve consistency of grading and the quality of the papers.
- Improve data bases and resources for students so they can write higher quality papers.
- Find ways to increase interest and variety in the classes
- Improve feedback and clarify assignments