

Student Academic Achievement Committee (SAAC) Standardized Report Form

INTRODUCTION

Program /Discipline Title: Business Administration Certificate

Time Period: Fall 2006 – Summer 2007

Program Goals, objectives, and/or mission: The Business Administration program is available to persons interested in learning the various aspects of the free enterprise system. A certificate is available with a strong core in basic business concepts.

Exit Competencies:

1. Apply general business, marketing and management concepts in a global environment;
2. Create and interpret financial documents (income statements, balance sheet, and profit and loss statements);
3. Work and interact with others as part of a team;
4. Systematically research and evaluate issues and problems and develop and apply possible solution;
5. Organize and express ideas clearly in verbal and written form; and
6. Apply solutions using technology to general business, marketing, and management situation.

Core Competencies:

Core Competencies are not measured at this time in the Certificate Programs.

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RESULTS

Introduction and discussion of assessment efforts:

For the period of Summer 2005-Summer 2006 students in the Business Administration Certificate were evaluated on program competencies (see exit competencies).

Assessment Plan: BA Certificate earners are assessed through a marketing plan, which is developed in BA 2222.

Exit Competency Results:

A sampling of marketing plan grades were reviewed, using the rubric developed for SAAC assessment reports. The average grade was 93.67.

Core Competency Results:

No core competencies are measured for certificate students at this time.

Discussion of changes in support of student learning for PAST year:

Instructors in the Business Administration area developed instructional materials designed to enhance students' ability to conduct business market research, to develop a competitive analysis, and to write measureable and specific goals and objectives.

Discussion of changes in support of student learning for COMING year:

Instructors in the BIT Division will continue to evaluate and develop instructional materials designed to enhance students' ability to conduct business market research, to develop a competitive analysis, and to write measureable and specific goals and objectives.

Plans for assessment of all Core Competencies:

Core competencies will not be assessed in the BA Certificate program. Exit competencies will continue to be assessed through the creation of a marketing plan (BA 2222).

DATA

Central New Mexico Community College
RUBRIC
Marketing Plan / BA Certificate Exit Competencies



Name: _____

Instructor: _____

Date of Presentation: _____

Title of Work: _____

	Criteria				Points
	1	2	3	4	
Organization	Audience cannot understand presentation because there is no sequence of information.	Audience has difficulty following presentation because student jumps around.	Student presents information in logical sequence which audience can follow.	Student presents information in logical, interesting sequence which audience can follow.	_____
<u>Content Knowledge</u> – Apply general business, marketing and management concepts in a global environment	Student does not have grasp of information; student cannot answer questions about subject.	Student is uncomfortable with information and is able to answer only rudimentary questions.	Student is at ease with content, but fails to elaborate.	Student demonstrates full knowledge (more than required)with explanations and elaboration.	_____
<u>Visuals</u> – Create and interpret financial documents	Student used no visuals.	Student occasional used visuals that rarely support text.	Visuals related to text.	Student used visuals to reinforce screen text.	_____
<u>Mechanics</u> – Organize and express ideas clearly	Student's presentation had four or more spelling errors and/or grammatical errors.	Presentation had three misspellings and/or grammatical errors.	Presentation has no more than two misspellings and/or grammatical errors.	Presentation has no misspellings or grammatical errors.	_____
Research and Evaluation of Issues and Solutions	Student has not researched or organized the case study issues and problems, nor have they developed any possible solutions.	Student has completed a minimal amount of research, organized facts/issues/problems but has not adequately developed possible solutions.	Student has completed adequate research, organized the facts, issues and problems and offers adequate solutions.	Student offers extensive research, is well organized by offering facts, addressing issues and problems, and offering more than adequate solutions.	_____
Teamwork	Student does not interact with others as part of a term	Student attempts to interact as part of a term with little effort	Student interacts with others with ease, supporting others	Student interacts well with others, being a helpful team player and showing leadership skills	

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				Total---->	—
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Teacher Comments:

***Note: Content Knowledge includes applying general business, marketing and management concepts in a global environment; and creating and interpreting financial documents.**