



Assessment Report

PART 1: CONTACT & PROGRAM IDENTIFICATION

| Report Year and Contact Information: | | |
|--------------------------------------|--------------------------|-------------------------|
| <u>2019-2020</u> | <u>Benjamin B. White</u> | <u>bwhite37@cnm.edu</u> |
| Academic Year | Contact Person | Email |

| Name of Program: | Courses: |
|--|------------------------|
| Business Administration AAS Degree: Business Administration | ACCT 2110 ACCT 2120 |

PART 2: PROGRAM SUMMARY

| Provide a high-level review of the program to include highlights, successes, challenges, significant changes, and significant resources needed to support the program. |
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| This plan is used to assess the AAs in Business Administration degree so to provide a consistent process for documenting and reporting outcome results and actions taken as a result of this assessment. |

Part 3: DATA REVIEW

| Program Data (Each Review Year is defined as Summer, Fall, and Spring terms) | Review Year 19-20 | Review Year 18-19 | Review Year 17-18 |
|---|------------------------------------|------------------------------------|------------------------------------|
| Annual number of graduate awards is greater than 10 | 42 | 12 | |
| Number of declared majors | 330 | 128 | 0 |
| Average class size | 20 | 22 | 22 |
| Annual Average class retention rate is 70% or above (SAGE 65%) | 89% | 89% | 87% |
| Annual C-Pass rate for coursework is 60% or above | 75% | 74% | 71% |
| Average class fill rate at 60% or above capacity within a term or over a year | 70% | 73% | 73% |
| Transfer numbers/percent | NA | 1 (8%) | 0% |
| Full-time to part-time faculty ratio | 43: 27 | 50: 25 | 56: 21 |

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| Summarize how your program met or did not meet the target measures based on the data above. |
| All targets are green. |

Part 4: PROGRAM LEARNING OUTCOME ANALYSIS.

| Learning Outcome | Population or Course(s) Assessed | Assessment Methods | Summary of Assessment Results |
|--|---|--------------------|---|
| Apply general business and management functions. | BA 1101 (BUSA 1110) and BA 2133 (MGMT 2110) | Class project. | The BUSA 1110 Innovation Project provides data on this learning outcomes. 80% of students (224/281) received a passing grade above 71% while 20% receive an 80% or lower. |
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| Develop marketing strategies. | BA 2222 (MKTG 2110) and BA 2999 | Class project. | 92% of students met this outcome by completing a marketing Plan and achieving a score of 71% or higher; 88% had a score of 81% or better meeting departmental targets. |

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|---|----------------------------------|--------------------|---|
| Develop marketing strategies. | BA 2222 (MKTG 2110) and BA 2999 | Class project. | 92% of students met this outcome by completing a marketing Plan and achieving a score of 71% or higher; 88% had a score of 81% or better meeting departmental targets. |
| Evaluate and apply financial data for decision making. | ACCT 1210 | Final Exam. | Acct 2110, Principles of Accounting I: Target was met that students will average 71% or higher on the common final exam. For academic year 2019/2020, the average score on the Acct 2110 common final exam was 73.82% |
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| Organize and express ideas clearly orally and in writing. | BA 2999 | Class project. | 93% of all students met this outcome with a score of 71% or higher on a strategic plan. 88% had a score of 81% or higher meeting departmental targets. |

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|--|----------------------------------|--------------------|--|
| Organize and express ideas clearly orally and in writing. | BA 2999 | Class project. | 93% of all students met this outcome with a score of 71% or higher on a strategic plan. 88% had a score of 81% or higher meeting departmental targets. |
| Recognize and demonstrate effective teamwork skills. | BA 1131 | Class project. | 96% of all students received a grade of 71% or higher while only 4% of students received a grade of 70% or lower (D). |
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| Research and use data to effectively evaluate and solve business problems. | BA 2222 (MKTG 2110) and BA 2999 | Class project. | 93% of all students met this outcome with a score of 71% or higher on a strategic plan. 88% had a score of 81% or higher meeting departmental targets. |
| Research and use data to effectively evaluate and solve business problems. | BA 2222 (MKTG 2110) and BA 2999 | Class project. | 93% of all students met this outcome with a score of 71% or higher on a strategic plan. 88% had a score of 81% or higher meeting departmental targets. |

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|--|----------------------------------|--------------------|--|
| Utilize technology in appropriate business situations. | BA 2999 | Class project. | 93% of all students met this outcome with a score of 71% or higher on a strategic plan. 88% had a score of 81% or higher meeting departmental targets. |
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| Interpretation of Assessment findings |
|---------------------------------------|
| Targets are being met |

Part 6: ADDITIONAL ACTION PLAN IN SUPPORT OF STUDENT LEARNING (IF APPROPRIATE)

| Upcoming year | Changes planned for the upcoming year | Data motivating this change |
|---------------|---|---|
| 2020-2021 | BUSA 1130 will implement a new project to evaluate students on an individual basis to eliminate the chance of "social loafers" getting a group grade they did not contribute towards. | In the past this teamwork measure has been based on group work. |
| 2020-2021 | | |
| 2020-2021 | | |

Please Select all the following that characterize the types of changes described in the above action plan:

- Assessment criteria revision
 Assessment methodology revision
 Assignment revision
 Budgetary reallocation
 Change in teaching approach
 Course content revision
 Curricular Revision
 Faculty training/development
 Process revision

Part 6: COMMENTS

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| <p>Use this section to record any comments, notes, or questions from individuals who reviewed this report.</p> |
| <p>School Dean:</p> |
| <p>SAAC Representative:</p> |