



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: Entrepreneurship	ACCT 2120 BUSA 1110 BUSA 1130 BUSA 2999 ENTR 2110

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.
This plan is used to assess the AAS in Business Degree with an emphasis in Entrepreneurship providing 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	1		
Number of declared majors	113	38	3
Average class size	22	23	22
Annual Average class retention rate is 70% or above (SAGE 65%)	89%	90%	88%
Annual C-Pass rate for coursework is 60% or above	78%	77%	73%
Average class fill rate at 60% or above capacity within a term or over a year	72%	74%	73%
Transfer numbers/percent	NA	0%	0%
Full-time to part-time faculty ratio	76: 47	72: 49	76: 55

Summarize how your program met or did not meet the target measures based on the data above.

One graduate with 113 declared majors is indicative of this being a relatively new emphasis for the Business AAS in Entrepreneurship.

Part 4: PROGRAM LEARNING OUTCOME ANALYSIS.

Learning Outcome	Population or Course(s) Assessed	Assessment Methods	Summary of Assessment Results
Conduct marketing research and feasibility assessment.	BA 2222 (MKTG 2110) and BA 1105 (BUSA 1110)	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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Demonstrate knowledge of the components of the business environment.	BA 2105 (BUSA 2110)	Other.	ENTR 2110 has a Final Business Plan project that addresses these areas, and 90% of students passed the project with an A (91% or better). 10% of all students passed the project with an 81% or better (a B)

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Develop a complete business plan.	BA 1105 (BUSA 1110) and BA 2105 (BUSA 2110)	Class project.	ENTR 2110 has a Final Business Plan project that addresses these areas, and 90% of students passed the project with an A (91% or better). 10% of all students passed the project with an 81% or better (a B)
Develop a complete business plan.	BA 1105 (BUSA 1110) and BA 2105 (BUSA 2110)	Class project.	ENTR 2110 has a Final Business Plan project that addresses these areas, and 90% of students passed the project with an A (91% or better). 10% of all students passed the project with an 81% or better (a B)
Explain government regulations, registrations and reporting and compliance requirements impacting business.	BA 2105 (BUSA 2110)	Class project.	ENTR 2110 has a Final Business Plan project that addresses these areas, and 90% of students passed the project with an A (91% or better). 10% of all students passed the project with an 81% or better (a B)

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Identify and understand the different legal forms of business ownership.	BA 2105 (BUSA 2110)	Class project.	ENTR 2110 has a Final Business Plan project that addresses these areas, and 90% of students passed the project with an A (91% or better). 10% of all students passed the project with an 81% or better (a B)
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Organize and express ideas clearly orally and in writing.	BA 2999	Class project.	BA 2999 has a requirement to complete a Strategic Plan that address this learning objective - the target is for 81% of students to pass: This target was met as 93% of the students received a 71% or higher.

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Use software for financial decision making and accounting transactions.	ACCT 1210 (ACCT 2120)	Final Exam.	Acct 2110 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%
Use software for financial decision making and accounting transactions.	ACCT 1210 (ACCT 2120)	Final Exam.	Acct 2120, Principles of Accounting II: 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 2120 common final exam was 77.41%

Interpretation of Assessment findings

The BUSA 1110 Innovation Project provides good measures of the students' understanding of the learning objective, however there are instances when the student will "opt out" of completing the project and taking a lower (yet passing) grade. This reflects on the student interest and decision-making skills more than it reflects on the validity of the project itself.

The Final Business Plan in ENTR 2110 augments the learning in Intro to Business (BUSA 1110), and the higher outcomes reflect an in-depth interest on behalf of students who have declared the Entrepreneurship concentration as the major area of focus.

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	It may be necessary to increase the percentage points for the Innovation Project to force students to complete it to be able to pass the course	The BUSA 1110 Innovation Project provides good measures of the students' understanding of the learning objective, however there are instances when the student will "opt out" of completing the project The BUSA 1110 Innovation Project provides good measures of the students' understanding of the learning objective, however there are instances when the student will "opt out" of completing the project and taking a lower (yet passing) grade. This reflects on the student interest and decision-making skills more than it reflects on the validity of the project itself.

Upcoming year	Changes planned for the upcoming year	Data motivating this change
2020-2021	ENTR 2110 is one of two classes required for the Entrepreneur concentration; no changes are recommended in this project.	The Final Business Plan in ENTR 2110 augments the learning in Intro to Business (BUSA 1110), and the higher outcomes reflect an in-depth interest on behalf of students who have declared the Entrepreneurship concentration as the major area of focus.
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

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