



# 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>
<b>Academic Year</b>	<b>Contact Person</b>	<b>Email</b>

Name of Program:	Courses:
Business Administration AAS Degree: Retail Management	BUSA 2330

## 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 a concentration in Retail Management to provide a consistent process for documenting and reporting outcome results and actions taken as a result of this assessment.

**Part 3: DATA REVIEW**

<b>Program Data</b> <b>(Each Review Year is defined as Summer, Fall, and Spring terms)</b>	<b>Review Year</b> <b>19-20</b>	<b>Review Year</b> <b>18-19</b>	<b>Review Year</b> <b>17-18</b>
Annual number of graduate awards is greater than 10	1		
Number of declared majors	18	5	0
Average class size	8	4	11
Annual Average class retention rate is 70% or above (SAGE 65%)	100%	100%	100%
Annual C-Pass rate for coursework is 60% or above	72%	78%	86%
Average class fill rate at 60% or above capacity within a term or over a year	26%	12%	37%
Transfer numbers/percent	NA	0%	0%
Full-time to part-time faculty ratio	4: 2	1: 4	1: 1

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

One of 18 students graduating equals 12.5% of the declared majors.

26% of fill capacity indicates a student-centric focus to help students with this declared major to graduate in a timely manner without having to wait for other students to fill the class.

**Part 4: PROGRAM LEARNING OUTCOME ANALYSIS.**

Learning Outcome	Population or Course(s) Assessed	Assessment Methods	Summary of Assessment Results
Comprehend and compose business documents.	BA 2236	Class project.	83% of students (15/18) passed the final project with a score of 91% or higher (meeting the goal set forth at the 81% level).
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Demonstrate effective communication skills (orally and in writing) and behaviors that maximize the consumer experience.	BA 2236	Class project.	83% of students (15/18) passed the final project with a score of 91% or higher (meeting the goal set forth at the 81% level).
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Learning Outcome	Population or Course(s) Assessed	Assessment Methods	Summary of Assessment Results
Determine techniques needed to promote products and services.	BA 2222 (MKTG 2110)	Class project.	BA 2222 Marketing Plan; 83% of all students pass the course with a 71% or better, so results indicate a minority of students (17%) are not understanding and/or are not applying the marketing principles to the assignment; ultimately causing the target goal to not be met.
Determine techniques needed to promote products and services.	BA 2222 (MKTG 2110)	Class project.	
Explain the flow of goods and services in a retail environment and recognize the cause and effect of issues in the supply chain.	BA 2236	Class project.	83% of students (15/18) passed the final project with a score of 91% or higher (meeting the goal set forth at the 81% level).
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Identify and apply relevant information to set goals, perform job-related tasks, and make ethical business decisions.	BA 2236	Class project.	83% of students (15/18) passed the final project with a score of 91% or higher (meeting the goal set forth at the 81% level).

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Identify and apply relevant information to set goals, perform job-related tasks, and make ethical business decisions.	BA 2236	Class project.	83% of students (15/18) passed the final project with a score of 91% or higher (meeting the goal set forth at the 81% level).
Interact with business contacts and coworkers in a professional manner.	BA 2236		83% of students (15/18) passed the final project with a score of 91% or higher (meeting the goal set forth at the 81% level).
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Use software in evaluating and applying 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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Interpretation of Assessment findings
<p>The Retail Management concentration requires the BUSA 2330 course and the targets met indicate the students choosing this concentration are successfully hitting the departmental goal, and that will help with graduation rates in the future.</p> <p>The BA 2222 Marketing owners will analyze the project results to determine if any trends exist so improvements can be made in future assessments.</p>

**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	No changes are recommended	83% of students (15/18) passed the final project with a score of 91% or higher (meeting the goal set forth at the 81% level.

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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**

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