



# 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 Certificate	ACCT 2110    BUSA 1110    BUSA 1130    MKTG 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 Business Administration Certificate 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**

<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	56	70	67
Number of declared majors	94	107	139
Average class size	21	22	22
Annual Average class retention rate is 70% or above (SAGE 65%)	87%	89%	87%
Annual C-Pass rate for coursework is 60% or above	73%	72%	70%
Average class fill rate at 60% or above capacity within a term or over a year	69%	72%	73%
Transfer numbers/percent	NA	14 (20%)	17 (25%)
Full-time to part-time faculty ratio	96: 61	91: 58	97: 64

<b>Summarize how your program met or did not meet the target measures based on the data above.</b>
all targets are green.

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

Learning Outcome	Population or Course(s) Assessed	Assessment Methods	Summary of Assessment Results
Develop marketing strategies	BA 2222 (MKTG 2110) and BA 2999	Final Exam.	92% of all students meet this outcome by completing a Marketing Plan with a score of 81% or higher. The 8% who do not meet this goal are in the Retail Management Certificate Program which is a 7-week, intense course that requires more student motivation.
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%
Recognize and demonstrate effective teamwork skills.	BA 1131	Class project.	The outcome is met in a team project that 96% of all students pass with a score of 71% or higher; 88% of all students meet the outcome with a grade of 81% or higher meeting departmental goals

Learning Outcome	Population or Course(s) Assessed	Assessment Methods	Summary of Assessment Results
Research and use data to effectively evaluate and solve business problems.	BA 2999	Class project.	The Capstone Strategic Plan measures the students' ability to think strategically and meets the student outcome and 93% of students passed the project with a score of 71% or higher; 88% passed with score of 81% or higher meeting departmental targets

Interpretation of Assessment findings
All targets are 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	BUS 1130 will begin to use a different project to measure individual students' ability to reflect on teamwork specifics. This will alleviate any possibility of students in a group project getting a group grade while acting as a "social loafer"	In the past this has been monitored as an overall group grade that did not focus on individual outcomes.

Upcoming year	Changes planned for the upcoming year	Data motivating this change
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**

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