



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:
Retail Management Certificate	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.
<p>This assessment plan measures the skills identified by the program as necessary for success of our students in the workplace.</p> <p>The measurement tools are an accurate reflection of a student's learning outcomes identified by the plan.</p>

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	34	15	14
Number of declared majors	129	157	163
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%)	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.

Retail Management classes meet the requirement for students seeking the certificate; classes not meeting the fill rate are held to meet the needs of certificate-seeking students with a student-centric focus.

Part 4: PROGRAM LEARNING OUTCOME ANALYSIS.

Learning Outcome	Population or Course(s) Assessed	Assessment Methods	Summary of Assessment Results
Apply math skills to calculate, interpret, and analyze financial information to make business decisions.	BA 2236	Final Exam.	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).
Comprehend and compose business documents.	BA 2236	Final Exam.	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).
Demonstrate effective communication skills (orally and in writing) and behaviors that maximize the consumer experience.	BA 2236	Final Exam.	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).
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	Final Exam.	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).
Identify and apply relevant information to set goals, perform job-related tasks, and make ethical business decisions.	BA 2236	Final Exam.	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).

Learning Outcome	Population or Course(s) Assessed	Assessment Methods	Summary of Assessment Results
Interact with business contacts and coworkers in a professional manner.	BA 2236	Final Exam.	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).

Interpretation of Assessment findings
3 of 18 students failed the class with a grade of below 61%. This disparity of grades indicates a lack of effort of students to maintain momentum and interest in the class. The instructors are student-centric and willing to help any student that applies some effort towards success.

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	Remind students that their success is basically their own responsibility. The instructors will support the effort to make sure learning happens and success is obtained through an understanding and application of material	Th gap between A students and F students with no students earning a grade anywhere between.
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: