

CNM ANNUAL STUDENT LEARNING ASSESSMENT REPORT

Due to the Student Academic Assessment Committee by October 15



PART 1: REPORT INFORMATION

Report Year and Contact Information			
<u>2017-2018</u> Academic Year	<u>Theresa Torres</u> Contact Person	<u>Ttorres57@cnm.edu</u> CNM Email	<u>52437</u> CNM Office Extension

Subject of this Report
BIT--BA_AAS--Business Administration Degree

PART 2: CONTEXT IN WHICH THE ASSESSMENT TOOK PLACE

Program/Area Highlights and Successes
(Wherever applicable, include course completion rates, job placement outcomes, and licensing examination pass rates. See the program information dashboard at https://livecnm.sharepoint.com/sites/Dashboards/SitePages/Program%20Information%20Dashboard.aspx (access restricted to CNM employees) and other reports at https://www.cnm.edu/depts/opie .)
For the fiscal year 2017-18, of the 800 declared students for the Business Administration Certificate 75 earned the certificate. 26.6% of students transferred to a four year institution.

Changes Implemented During the Past Year in Support of Student Learning
No significant changes were made in this assessment period.

PART 3: REPORT ON ASSESSMENT OF STUDENT LEARNING

Assessment Method	Type of Assessment Tool	Population or Course(s) Assessed	Graduate Learning Outcome(s) Assessed	Mastery Level (E.g., "Minimum score of 3 on a rubric scaled 0-4" or "Minimum score of 75%")	Targeted % Achieving Mastery	Outcome
Capstone Project (Strategic Plan)	Direct & Internal	BA 2999	1. Apply general business and management functions.	80% of the students earning an 80% or better	80%	Target not met
Capstone Project (Strategic Plan)	Direct & Internal	BA 2999	2. Develop marketing strategies.	80% of the students earning an 80% or better	80%	Target not met
Common final exam	Direct & Internal	ACCT 1210	3. Evaluate and apply financial data for decision making.	Students will average 71% on the common final exam	71%	Target met
Team project	Direct & Internal	BA 1131	4. Recognize and demonstrate effective teamwork skills.	80% of the students earning an 80% or better	80%	Target met
Capstone Project (Strategic Plan)	Direct & Internal	BA 2999	5. Research and use data to effectively evaluate and solve business problems.	80% of the students earning an 80% or better	80%	Target not met
Capstone Project (Strategic Plan)	Direct & Internal	BA 2999	6. Organize and express ideas clearly orally and in writing.	80% of the students earning an 80% or better	80%	Target not met
Capstone Project (Strategic Plan)	Direct & Internal	BA 2999	7. Utilize technology in appropriate business situations.	80% of the students earning an 80% or better	80%	Target not met

Summary of Assessment Findings
 Capstone Project (Strategic Plan) data – sixty student grades were collected from BA 2999 for the fiscal year. The table below shows the grading breakdown for those students on the Capstone Project (Strategic Plan) project.

Student Score	Number of Students	% of sample
91-100	37	64%
81-90	7	12%
71-80	3	1%
61-70	7	12%
Below 61	6	11%

Team Evaluation Data – two hundred-two student grades were collected from BA 1131 for the fiscal year. The table below shows the grading breakdown for those students on the Teamwork evaluation.

Student Score	Number of Students	% of sample
91-100	169	60%
81-90	73	26%
71-80	13	4.5%
61-70	12	4%
Below 61	15	5.5%

Common Final exam - The mastery target of 71% was met. The average Final Exam grade for ACCT 1210 was 72.35%

Interpretation of Assessment Findings

Capstone Project – 76% of the students completed this project with an 80% or higher, which is below the target goal.

Team evaluation – 86% of the students completed this project with an 80% or higher, which exceeds our overall goal.

ACCT 1210 – results show that this target was met. For the second year in a row, this target was met. There was a complete re-evaluation/re-write of the Acct 1210 Final Exam in Fall 2016. The Acct 1210 Final Exam continues to be reviewed to ensure that this measurement tool is doing a good job of assessing the students understanding of the course material.

Action Plan in Support of Student Learning (Describe changes to be made that are based at least in part on the assessment interpretation. If the assessment did not yield useful information, describe changes to be made in the assessment methodology and/or criteria.)

Capstone Project – The BA 2999 core team will meet to discuss this information and see if changes/updates need to be made in order to meet the goal.
 Team evaluation – The team project will continued to be monitored by the BA 1131 core team.
 ACCT 1210 – The Acct 1210 sub-team will continue to monitor the results of the revised Acct 1210 common final exam over the next assessment cycle.

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

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|---|---|--|
| <input type="checkbox"/> Assessment criteria revision | <input checked="" type="checkbox"/> Assessment methodology revision | <input type="checkbox"/> Assignment revision |
| <input type="checkbox"/> Budgetary reallocation | <input type="checkbox"/> Change in teaching approach | <input type="checkbox"/> Course content revision |
| <input checked="" type="checkbox"/> Curricular Revision | <input checked="" type="checkbox"/> Faculty training/development | <input type="checkbox"/> Process revision |

Recommendations, Proposals, and/or Funding Requests	Budget Needed
Beginning Fall 2018, the AAS-Business Administration degree will have 5 concentrations (Business Administration, Business Analytics, Entrepreneurship, Project Management and Retail Management). Our course team will determine what changes/additions need to be made in order to track each individual concentration.	NA

PART 4: REMAINING YEARS IN CURRENT ASSESSMENT CYCLE PLAN (including any revisions) – **OR -- UPCOMING ASSESSMENT CYCLE PLAN** (if this was the final year)

Years of Full Cycle	Next Year's Assessment Focus (Describe how the next planned assessment is expected to provide information that can be used toward improving student learning.)
2016-2022	This assessment plan measures the skills identified by the program as necessary for success of our students in the workplace. The measurement tools are an accurate reflection of a student's learning outcomes identified by the plan. Because this was the end of the cycle plan, a new plan needs to be created. Faculty will meet, discuss and plan in our next program meeting (November 30, 2018).

Graduate Learning Outcomes to Be Assessed	Years in which Assessment Is Planned	Population/Courses to Be Assessed	Planned Assessment Approach
1. Apply general business and management functions.	2017-2018	BA 2999	Capstone Project (Strategic Plan)
2. Develop marketing strategies.	2017-2018	BA 2999	Capstone Project (Strategic Plan)
3. Evaluate and apply financial data for decision making.	2017-2018	ACCT 1210	Common Final Exam
4. Recognize and demonstrate effective teamwork skills.	2017-2018	BA 1131	Teamwork Project
5. Research and use data to effectively evaluate and solve business problems.	2017-2018	BA 2999	Capstone Project (Strategic Plan)
6. Organize and express ideas clearly orally and in writing.	2017-2018	BA 2999	Capstone Project (Strategic Plan)
7. Utilize technology in appropriate business situations.	2017-2018	BA 2999	Capstone Project (Strategic Plan)