

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_CERT--Business Administration Certificate

PART 2: CONTEXT IN WHICH THE ASSESSMENT TOOK PLACE

Program/Area Highlights and Successes
<small>(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.)</small>
For the fiscal year 2017-18, of the 139 declared students for the Business Administration Certificate 67 earned the certificate. 24.8% 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
Marketing Plan	Direct & Internal	BA 2222, Principles of Marketing	Develop marketing strategies.	80% of students completing 80% or higher	80%	Target not met
Team Project	Direct & Internal	BA 1131, Business Professionalism	Recognize and demonstrate effective teamwork skills.	80% of students completing 80% or higher	80%	Target met
Innovation Project	Direct & Internal	BA 1101	Research and use data to effectively evaluate and solve business problems.	80% of students completing 80% or higher	80%	Target partially met
Common final exam	Direct & Internal	ACCT 1210	Evaluate and apply financial data for decision making	Students will average 71% on the common final exam	71%	Target met

Summary of Assessment Findings		
Marketing Plan Data – 39 student grades were collected by BA 2222 for the fiscal year. The table below shows the grading breakdown for those students.		
Student Score	Number of Students	% of sample
91-100	51	66%
81-90	8	10%
71-80	2	2%
61-70	7	8%
Below 61	11	14%
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%

Innovation Project data – one hundred eighty-four student grades were collected from BA 1101 for the fiscal year. The table below shows the grading breakdown for those students.

Student Score	Number of Students	% of sample
91-100	118	65%
81-90	23	13%
71-80	12	6%
61-70		
Below 61	31	16%

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

Marketing Plan – 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.

Innovation project evaluation – 78% of the students completed this project with an 80% or higher, which is very close to meeting our overall goal. The course team is going to trouble shoot solutions.

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.)

Marketing Plan – Not all of the data was collected for this project, so the number is not a true reflection of how students completed the project in all of our classes. However, the BA 2222 core team will meet to discuss this information and see if changes/updates need to be made in order to meet the goal.

Innovation project action – Because this project was changed for this fiscal year, we still need to monitor the project and student outcomes.

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:

- Assessment criteria revision
- Assessment methodology revision
- Assignment revision
- Budgetary reallocation
- Change in teaching approach
- Course content revision
- Curricular Revision
- Faculty training/development
- Process revision

Recommendations, Proposals, and/or Funding Requests	Budget Needed
None at this time.	

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. Develop marketing strategies	2017-2018	BA 2222	Marketing Plan
2. Recognize and demonstrate effective teamwork skills	2017-2018	BA 1131	Team Project
3. Research and use data to effectively evaluate and solve business problems	2017-2018	BA 1101	Innovation Project
4. Evaluate and apply financial data for decision making	2017-2018	ACCT 1115	Common final exam