

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>	<u>Theresa Torres</u>	<u>Ttorres57@cnm.edu</u>	<u>52437</u>
Academic Year	Contact Person	CNM Email	CNM Office Extension

Subject of this Report
BIT--ENR_CERT--Entrepreneurship 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>
Of the thirty-four (34) students who declared this certificate as their major, eight students successfully completed this certificate in the Fall 2017-Spring 2018 year. Enrollment and graduation increased by 21% and 50%, respectively, for this certificate. Demonstrate knowledge of the components of the business environment

Changes Implemented During the Past Year in Support of Student Learning
No significant changes were made during 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
Business Plan	Direct & Internal	BA 2103	Demonstrate knowledge of the components of the business environment	80% of the students getting an 80% or higher	80%	Target not met
Business Plan	Direct & Internal	BA 2103	Conduct marketing research and feasibility assessment	80% of the students getting an 80% or higher	80%	Target not met
Business Plan	Direct & Internal	BA 2103	Identify and understand the sources of liability and strategies to minimize legal risk	80% of the students getting an 80% or higher	80%	Target not met
Business Plan	Direct & Internal	BA 2103	Use accounting software to record accounting transactions	80% of the students getting an 80% or higher	80%	Target not met

Summary of Assessment Findings		
Fifteen grades were collected from BA 2103 over the Fall 2017 term (no students were enrolled in the Spring 2018 term). The table below shows the grading breakdown for those students on the Business Plan Project.		
Student Score	Number of Students	% of Sample
91-100	6	40%
81-90	3	20%
71-80	2	13%
61-70	3	20%
Below 61	1	7%

Interpretation of Assessment Findings

Approximately 75% of the students passed the final assessment with a 71% or better. Since these results are not meeting our program goal of 80% of the students completing with an 80% or higher, the course team is going to trouble shoot solutions.

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.)

The course team looked at the individual courses in this certificate since this it is not meeting the program goal. It was determined that the BA 2103 course content was overwhelming and students were not successful in writing the final assessment. Therefore, the BA 2103 course has been modified and has been reduced from six credits to three. The new course, BA 2105, will still have students completing a business plan and learning how to start and manage a business, but not completing all of the research. They will be taking the research they did in BA 1105 and adding on to it in this course.

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

- | | | |
|---|--|---|
| <input type="checkbox"/> Assessment criteria revision | <input type="checkbox"/> Assessment methodology revision | <input checked="" type="checkbox"/> Assignment revision |
| <input type="checkbox"/> Budgetary reallocation | <input type="checkbox"/> Change in teaching approach | <input checked="" type="checkbox"/> Course content revision |
| <input checked="" type="checkbox"/> Curricular Revision | <input type="checkbox"/> Faculty training/development | <input type="checkbox"/> 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.)
2014-2019	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.

Graduate Learning Outcomes to Be Assessed	Years in which Assessment Is Planned	Population/Courses to Be Assessed	Planned Assessment Approach
1. Demonstrate knowledge of the components of the business environment	2014-19	BA 2103	Business Plan
2. Conduct marketing research and feasibility assessment	2014-19	BA 2103	Business Plan
3. Develop a complete business plan	2014-19	BA 2103	Business Plan
4. Identify and understand the sources of liability and strategies to minimize legal risk	2014-19	BA 2103	Business Plan
5. Use accounting software to record accounting transactions	2014-19	BA 2103	Business Plan