

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--RETMGT_CERT--Retail Management Certificate

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 .)
Although this is a new program that began in the Summer of 2017, we had 163 students declared during the fiscal year and had fourteen (14) graduates for the Fall 2017 term.

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
Final Project	Direct & Internal	BA 2236	1. Comprehend and compose business documents.	80% of students completing at 80% or higher	80%	Target partially met
Final Project	Direct & Internal	BA 2236	2. Demonstrate effective communication skills and behaviors that maximize the consumer experience.	80% of students completing at 80% or higher	80%	Target partially met
Final Project	Direct & Internal	BA 2236	3. Interact with business contacts and coworkers in a professional manner while accepting and delivering constructive feedback.	80% of students completing at 80% or higher	80%	
Final Project	Direct & Internal	BA 2236	4. Identify and apply relevant information to set goals, perform job-related tasks, and make ethical business decisions.	80% of students completing at 80% or higher	80%	
Final Project	Direct & Internal	BA 2236	5. Explain the flow of goods and services in a retail environment and recognize the cause and effect of issues in the supply chain.	80% of students completing at 80% or higher	80%	
Final Project	Direct & Internal	BA 2236	6. Apply math skills to calculate, interpret, and analyze financial information to make business decisions.	80% of students completing at 80% or higher	80%	

Summary of Assessment Findings**BA 2236 Final Team Project Data Fall 2017:**

Student Score	Number of Students	% of sample
91-100	5	62%
81-90	1	13%
71-80		
61-70		
Below 61	2	25%

Interpretation of Assessment Findings

Because this is such a new program, we will continue to monitor the outcome of the final project and make adjustments as needed.

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.)

Because we are below the 80% target level, we suspect it is because of the recent changes in the program. Because this is such a new program, we will continue to monitor the outcome of the final project. We are developing the courses in the certificate to offer them in the Competency Based education (CBE) format. While we strive to continually meet the 80% target our future numbers are dependent upon the CBE grade scale of 81% or better.

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 type="checkbox"/> Assignment revision |
| <input type="checkbox"/> Budgetary reallocation | <input type="checkbox"/> Change in teaching approach | <input type="checkbox"/> Course content revision |
| <input type="checkbox"/> Curricular Revision | <input type="checkbox"/> Faculty training/development | <input checked="" 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.)
2016-2021	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. Comprehend and compose business documents.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
2. Demonstrate effective communication skills and behaviors that maximize the consumer experience.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
3. Interact with business contacts and coworkers in a professional manner while accepting and delivering constructive feedback.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
4. Identify and apply relevant information to set goals, perform job-related tasks, and make ethical business decisions.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
5. Explain the flow of goods and services in a retail environment and recognize the cause and effect of issues in the supply chain.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
6. Apply math skills to calculate, interpret, and analyze financial information to make business decisions.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
7. Determine techniques needed to promote products and services.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
8. Apply technology-based business applications where relevant.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project