

# 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			
2018-2019	Ben White	Bwhite37@cnm.edu	X 50820
<b>Academic Year</b>	<b>Contact Person</b>	<b>CNM Email</b>	<b>CNM Office Extension</b>
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 <a href="https://livecnm.sharepoint.com/sites/Dashboards/SitePages/Program%20Information%20Dashboard.aspx">https://livecnm.sharepoint.com/sites/Dashboards/SitePages/Program%20Information%20Dashboard.aspx</a> (access restricted to CNM employees) and other reports at <a href="https://www.cnm.edu/depts/opie">https://www.cnm.edu/depts/opie</a> .)
Retail Management had 157 students declared during the fiscal year and had fifteen (15) graduates for the year
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 81% or higher	93%	Target not met

Final Project	Direct & Internal	BA 2236	2. Demonstrate effective communication skills and behaviors that maximize the consumer experience.	80% of students completing 81% or higher	93%	Target 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 81% or higher	93%	Target met
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 81% or higher	93%	Target met
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 81% or higher	93%	Target met
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 81% or higher	93%	Target met
Final Project	Direct & Internal	BA 2236	7. Determine techniques needed to promote products and services.	80% of students completing 81% or higher	93%	Target met
Final Project	Direct & Internal	BA 2236	8. Apply technology-based business applications where relevant.	80% of students completing 81% or higher	93%	Target met

Click or tap here to enter text.	Choose an item.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Choose an item.	Choose an item.
Click or tap here to enter text.	Choose an item.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Choose an item.	Choose an item.

<b>Summary of Assessment Findings</b>
Outcomes 1-8: Final Project in BA 2236 indicated that 93% Of the students met the target. One student received a “PR” grade to show progress in order to be enrolled in a subsequent session of the class.

<b>Interpretation of Assessment Findings</b>
Outcomes 1-8: Final Project in BA 2236 met the target goal with 14/15 students reaching 81% or better; in fact, those 14 students received 94.6% or better

<b>Action Plan in Support of Student Learning</b> (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.)
Outcomes 1-8: BA 2236 and the Final Project will be re-examined to ensure it is the right measurement instrument to track student achievement. BA 2236 course owners will look at the Final Project to better connect the Student Learning Outcomes to specific results.

**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 type="checkbox"/> Course content revision        |
| <input type="checkbox"/> Curricular Revision          | <input type="checkbox"/> Faculty training/development    | <input type="checkbox"/> Process revision               |

<b>Recommendations, Proposals, and/or Funding Requests</b>	<b>Budget Needed</b>
n/a	Click or tap here to enter text.

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

<b>Years of Full Cycle</b>	<b>Next Year's Assessment Focus</b> (Describe how the next planned assessment is expected to provide information that can be used toward improving student learning.)
2016/2017 – 2020/2021	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.

<b>Graduate Learning Outcomes to Be Assessed</b>	<b>Years in which Assessment Is Planned</b>	<b>Population/Courses to Be Assessed</b>	<b>Planned Assessment Approach</b>
BIT--PM_CERT--Retail Management Certificate	2016-2021	Click or tap here to enter text.	Click or tap here to enter text.
1. Comprehend and compose business documents.	2016-2021	BA 2236	Final Project
2. Demonstrate effective communication skills and behaviors that maximize the consumer experience.	2016-2021	BA 2236	Final Project
3. Interact with business contacts and coworkers in a professional manner while accepting and delivering constructive feedback.	2016-2021	BA 2236	Final Project
4. Identify and apply relevant information to set goals, perform job-related tasks, and make ethical business decisions.	2016-2021	BA 2236	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.	2016-2021	BA 2236	Final Project
6. Apply math skills to calculate, interpret, and analyze financial information to make business decisions.	2016-2021	BA 2236	Final Project
7. Determine techniques needed to promote products and services.	2016-2021	BA 2236	Final Project
8. Apply technology-based business applications where relevant.	2016-2021	BA 2236	Final Project
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

