

**PROGRAM ASSESSMENT PLANNING FORM**

**Program to be assessed:**

Title: Business Associates

Division: BCT

Department: Business

Program Code: AABAS

Type of Award:

X A.A.  
 Cert.

A.S.  
 Adv. Cert.

A.A.S.  
 Post-Assoc. Cert.

Cert. of Completion

**Assessment plan:**

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Evaluate financial accounting information to assess a company's performance.	Multiple Choice Questions	Winter, 2017	All ACC 111 students who have declared AABAS as their major at the time of assessment.	100+
Recognize the characteristics of clear, concise, and useful business messages.	Multiple Choice Questions	Winter 2017	All BMG 207 students who have declared AABAS as their major at the time of assessment.	100+
Determine whether a valid contract has been formed in common negotiation situations.	Multiple Choice Questions	Winter 2017	All BMG 111 students who have declared AABAS as their major at the time of assessment.	100+
Apply basic statistical techniques to business problems.	Multiple Choice questions	Winter 2017	All BMG 265 students who have declared AABAS as their major at the time of assessment.	100+
Apply managerial cost concepts so business situations.	Multiple Choice Questions	Winter 2017	All ACC 122 students who have declared AABAS as their major at the time of assessment.	100+
Identify the functions of business and how they work together to meet organizational goals	Multiple Choice	Winter 2017	All BMG 140 students who have declared AABAS as their major at the time of assessment.	100+

PROGRAM ASSESSMENT PLANNING FORM

Scoring and analysis of assessment:

- 1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide.

An answer key

- 2. Indicate the standard of success to be used for this assessment.

70% of students will achieve a minimum of 70% for each learning outcome.

- 3. Indicate who will score and analyze the data (data must be blind-scored).

Computer-generated scoring.

- 4. Explain the process for using assessment data to improve the program.

We will evaluate the results over-all to see if students are achieving the outcomes of the program.

We will evaluate the results of individual classes to determine whether course outcomes are being achieved.

We will determine whether and where there is a need to improve the program.

Submitted by:

Name: Julie DAVIES Date: 11/21/16  
Print/Signature  
 Dept. Chair: [Signature] Date: 11/21/16  
Print/Signature  
 Dean: [Signature] Date: 11/28/16  
Print/Signature

Please return completed form to the Office of Curriculum & Assessment, SC 257.

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:

Title: Business  
Division: BCT

Department: BUSD

Program Code: AABAS

Type of Award:  A.A.     A.S.     A.A.S.  
 Cert.     Adv. Cert.     Post-Assoc. Cert.     Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Students will successfully transfer a 4-year college in a related program.	WCC follow-up graduation survey data. Transfer data from EMU.	Winter 2010 and every three years thereafter	Random selection of students who have graduated in the last three years.	Approximately 50% of the graduates.
Students will perform successfully at a 4-year college in a related program.	WCC follow-up graduation survey data. Transfer data from EMU.	Winter 2010 and every three years thereafter	Random selection of students who have graduated in the last three years.	Approximately 50% of the graduates.

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric.

EMU transfer data will be generated by Eastern Michigan University. Faculty in the Business departments at WCC will review the data to determine transfer rate and transfer success statistics. Graduate survey data is collected and generated by Institutional Research. This self-reported, supplemental data will be used to identify students who successfully transfer to institutions other than EMU.

2. Indicate the standard of success to be used for this assessment.

70% of the students will have enrolled in further education within two years.  
70% of the students who transfer to EMU will demonstrate success (earn a grade of "C" or better) in business related courses.

3. Indicate who will score and analyze the data.

Faculty volunteers from the Business department.

4. Explain how and when the assessment results will be used for program improvement.

Assessment data will be reviewed during departmental and divisional meetings. Areas of weakness will be identified and changes made to course or program requirements will be implemented as needed.

Submitted by:

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Print/Signature  
 Dept. Chair: *[Signature]* Date: 10/27/09  
Print/Signature  
 Dean: *[Signature]* Date: 10/29/09  
Print/Signature

*logged 11/2/09 sjv*  
 Please return completed form to the Office of Curriculum & Assessment, SC 247.