

Assessment, Improvement, Measurement (AIM): 09/20/2013

Plan Year: 2012-2013

Unit: Business, Marketing, and Management

Coordinator(s): David Magee, Karman Wheeler, Jenny Jones, Virginia Fairchild

Reviewer: Jenny Jones

Program Health Review: Use the Annual Program Health Review to evaluate student achievement and, if warranted based upon analysis of the results, make program changes to improve student achievement.

Identify expected student learning outcomes, assess the extent to which these outcomes are achieved, and provide evidence of improvement based on analysis of the results.

Reviewed: Yes

Measure Text: PROGRAM HEALTH REVIEW - LEVEL 1 1. Program Health Review - Refer to the attached Annual Program Summary for longitudinal information related to enrollment, graduates, employment, employer and alumni satisfaction, and licensure pass rates. 2. Student Learning outcomes Three student learning outcomes – Plan an assessment for each outcome identified, and assess the extent to which these outcomes are achieved, and provide evidence of improvement based on analysis of the results. Review Program Health Review report to identify areas of need with regard to student achievement.

Achievement Target: Program Health Review Target - Maintain a level 1 assessment with comments from program coordinator, assistant dean, dean and vice president according to attached time schedule. Student Learning Outcome Target - Student learning outcomes are identified, assessed on level of achievement, and evidence of improvement are provided based on analysis of the results according to the attached time schedule.

Results: Program Coordinator:

1. Strengths of the Program

2. Items Requiring Continued Attention

3. Document and provide evidence indicating how last year's program review resulted in improvements in the program/department.

AD Comments: The BMM Program has two new co-coordinators whom are enthusiastic and seasoned leaders. The BMM faculty should strive to grow their advisory committee significantly. We need to show that industry has a vested interest and need for the BMM program. There is more interest in Real Estate classes online. We look forward to more Real Estate classes as an online optio.

Dean Comments: Assistant Dean comments are right on target for the BMM programs.

VP Comments: I am pleased leadership has emerged within the BMM program; such leadership is needed to assist with the move to the Newtown Campus. This program continues to have an extremely strong ratio of full-time-equivalent students to full-time-equivalent faculty of 30.5.

Target Results:

Findings:
