

Assessment, Improvement, Measurement (AIM): 04/09/2013

Plan Year: 2011-2012

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.

Measure Text: Review Program Health Review report to identify areas of need with regard to student achievement.

Achievement Target: Use Program Health review to identify areas of strength and areas of improvement

Results: BMM Annual Program Summary Comments 2010-2011

Program Coordinator Comments

Of students responding, 100% of students express satisfaction with the program.

At this time, it is difficult to assess employer satisfaction with graduates preparedness for employment with the program. Only 2 employers responded and each responded "Neutral" to the item "Technical or job related knowledge at the time of hire." While neutral is not negative, the program would prefer employer response to the item to be either "good" or "very good."

Employer's satisfaction with graduate competence in general education is positive with 100% of employers responding "very good" to this item (however, this also is based on only 2 responses.)

Job placement data is below the target with 65% of students indicated they had secured employment in their field of study within six months of graduation.

With regard to enrollment, graduates, the program is currently experiencing significant growth. The number of students enrolled in the program has increased 73% (from 267 in 2009-2010 to 464 in 2010-2011). In addition, the number of program graduates earning the Associate in Applied Science degree increased 46% (from 28 in 2009-10 to 41 in 2010-11).

Finally, retention of students, which had declined to 37% in 2009-2010, showed an increase to 41.4% in 2010-2011.

The Program Advisory Committee has decreased in involvement (2 committee members attended the Spring 2011; 1 committee member attended the Fall 2011 meeting). The program coordinator and faculty should review the current list of program advisory members and devise a plan to increase involvement of current advisory members for the spring and/or determine if the participation of new advisory committee members should be pursued.

The Business Management and Marketing program has devised a standard 50-question pre- and post-test for purposes of assessment of student learning outcomes for the program core courses. The pre-test is administered in sections of MGT 160, and separated into the categories of BMM majors and non-majors. The post-test is administered in the capstone course, MGT 284. At this time, only records of overall achievement on the pre- and post-test has been tracked. It is suggested that the questions in the instrument each be connected to a specific core student learning outcome which will assist in measuring student performance on individual learning goals. The Marketing and Real Estate options are also in the process of revising assessment efforts to help measure specific student learning outcomes.

AD Comments: The BMM program is beginning to show growth after a period of decline. Marketing the program should be a focus in the near future. Promoting the program at events such as at high school college fairs, or with guidance counselors or teachers in the related field is suggested for potential growth. The AD also requested that the Advisory Committee be increased with business leaders and employers from the community. Program faculty were receptive to the suggestion but there continues to be a decline in the number of interested or invested community members. The real estate program coordinator has increased online offerings in order to meet the demand for students who have expressed an interest in the online format.

Dean Comments: Dean: Did not see any comments about use of last years recommendations for improvement . I agree with AD's comments.

VP Comments: The strongest programs have the strongest advisory committees; this program needs to have the strongest advisory committee possible. Also, given the system's focus on transfer, this program needs to clarify which 200-level courses truly transfer and discourage AS students from taking those that do not transfer.

Target Results: Met

Findings: The results of the program health review are encouraging. Program faculty, with the assistance of the program coordinator will review and revise efforts in assessing student learning outcomes for the management, marketing, and real estate options. In addition, efforts will be made to increase participation of business professionals on the BMM program advisory board.
