

Assessment, Improvement, Measurement (AIM) Report: 12/18/2013**Plan Year:** 2012-2013**Unit:** Business, Marketing, and Management**Coordinator(s):** David Magee, Karman Wheeler, Jenny Jones, Virginia Fairchild**Reviewer:** Jenny Jones

| Objective or Outcome | Measure(s) | | | | | |
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| | Measure Text | Achievement Target | Results | Achievement Target Result | Use of Findings/Next Steps | Assess Month |
| SLO 1 - Demonstrate an understanding of the current financial instruments and financial institutions used in Real Estate transactions. | A twenty question objective quiz will be administered in all sections of REA 100 during the Spring 2013 semester. | The achievement target is: 80% of students will score 70% or higher on the 20 question objective quiz. | There was very low participation in the assessment producing results that are most likely not indicative of overall student performance. Only 50% of those taking the quiz scored 70% or above. | Not Assessed in this Cycle | The primary concern is to get enough participation so that the results will be useful. Steps will be taken to ensure greater participation in order yield usable results. It does appear that students may need more clarity on the role of Fannie Mae which can be addressed in the classroom. | April |
| SLO 2 - Demonstrate an understanding of successful promotion techniques to attract customers. | Using a rubric for evaluation, MKT 290 students will complete an assignment related to promotion techniques. | 80% of students will score 70% or higher on the assignment. | A project involving an advertising campaign was assigned with the final project being completed in April 2013. Of the 12 students enrolled in the class, 10 (about 85%) scored at least 70% or better. | Met | Because of the good results on the assessment, it is planned to continue this assessment to track any potential changes in the future. It was determined from the use of this measure that students needed more exposure to practical applications which will be achieved through the use of more field trips and outside speakers. The program will consider whether this measure provides the most effective | April |

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| | | | | | indicator of overall student outcomes for the Retail Marketing option or if other areas should be measured. |
| SLO 3 - Demonstrate an understanding of the functions of management - planning, organizing, leading, and controlling. | MGT 284 students will complete the post-test for Core Competencies in Business Management and Marketing. | 80% of the students will respond to questions related to the functions of management with 70% accuracy. Original target: MGT284 students should score at least 10 points (20%) higher on average than MGT160 students taking the pre-test. | On the post-test written at BCTC only about 37% of students scored in the target range. However, MGT284 students did score 11 points (22%) than MGT160 students taking the pre-test. In addition on the NOCTI exam, which was administered for the first time this year, 77% scored in the NOCTI target range and the other 23% was very close to the target. In addition, the BCTC average was higher than both the state and national levels. The pre-test/post-test continues to indicate that business law is an area that needs attention and specific concepts will be emphasized in that course. | Partially Met | <p>Scores on the NOCTI exam indicate that the BCTC designed exam may be too challenging. Since graduating students are now required to take the NOCTI, it may be desirable to use that exam to assess student outcomes as well. The one area where BCTC students did not score quite as well as the state or national average was problem-solving and decision making. This was also where BCTC students scored the lowest on the test. Since this is an important part of management, steps will be taken to ensure that students have more opportunity to develop these skills.</p> <p>April</p> |