Assessment, Improvement, Measurement (AIM) Report: 04/03/2013

Plan Year: 2011-2012
Unit: Business, Marketing, and Management
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Reviewer: Jenny Jones

Objective or Outcome	Measure(s)				
	Measure Text	**Achievement Target**	**Results**	**Achievement Target Result**	**Use of Findings/Next Steps**
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 RE 100 during the Spring 2012 semester.	The achievement target is: 80% of students will score 70% or higher on the 20 question objective quiz.	The quiz was administered to students enrolled in REA 100 courses during the Spring 2012 semester. All students completed the quiz through the Blackboard Course Management System. A total of 30 students completed the assessment. The results fell below the target with 77% of students (23/30) meeting the objective of scoring 70% or higher.	Not Met	Student achievement on the assessment is positive, but fell slightly below the target. The Real Estate faculty will review the results of the assessment to identify areas of improvement for student learning related to the objective. Specifically, questions where less than 70% of students completing the assessment answered incorrectly.
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.			
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.	In Spring of 2012, 22 students completed the post test. The average score on the 51 question assessment was 60.5%. A subsection of 13 questions related to the functions of management were analyzed. The results indicate students achieved the target on only 2 of the 13 questions. The overall performance on the subset of 13 questions related to the functions of management was 48.6% accuracy. The results, as	Not Met	The results of the assessment warrant further investigation into competency with regard to this student learning outcome. Program faculty will review the results of individual questions and discuss strategies for improving student learning outcomes related to functions of management. Specifically, the focus

			reported to not provide information to determine how many individual students achieved the target.		will be on reviewing the questions themselves (because the assessment is an in-house tool created by the BMM Program faculty) and also discussing possible improvements in instruction to improve student learning.