

**Assessment, Improvement, Measurement (AIM) Report: 12/15/2014****Plan Year:** 2013-2014**Unit:** Business, Marketing, and Management**Coordinator(s):** David Magee, Karman Wheeler, Jenny Jones, Virginia Fairchild**Reviewer:** Deborah Holt

Objective or Outcome	Measure(s)					
	Measure Text	Achievement Target	Results	Achievement Target Result	Use of Findings/Next Steps	Assess Month
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.	MGT284 students taking the post-test will score at least 10 points (20%) higher on average than MGT160 students taking the pre-test. 70% of the students will respond to questions related to the functions of management with 60% accuracy.	The average score on the posttest was 62.88%. After adjusting for testing issues the average score was 66.98%. Either score compares favorably with the pretest average of 43%. Of those taking the posttest, 61.9% scored at the target of 60% or better which was a little less than the goal of 70% scoring at that level. However there was a large group of students scoring just below the target score. Overall this meant that 85.7% of the students scored 57.78% or better. This means that the goal was met in overall terms, but there is still room for improvement.	Met	Areas that caused a lot of trouble for students included topics in accounting, economics and business law. Therefore we will work on course material to ensure that students gain a better understanding of these areas.	April
	NOCTI exam	At least 50% of students taking the NOCTI Management exam should score at the national average or above.	The average for BCTC students taking the NOCTI was 78.0% which compares favorably to the national average of 75.2% or the state average of 74.2%. This is possible because 70% of BCTC students scored at or above the national average.	Met	Continue to emphasize challenging courses as a way to improve the overall academic performance of students.	April
SLO 1 - Demonstrate an understanding of the current financial	A mandatory quiz on real estate finance will be administered in during the	The achievement target is: 75% of students will score 70% or higher on the finance quiz.	Of those students taking the finance quiz, 77.5% scored at the 70% level or better.	Met	Continue to emphasize the importance of these financial	April

instruments and financial institutions used in Real Estate transactions.	Spring 2014 semester.				concepts for real estate students.	
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.	100% of the students completing this assignment scored at the 85% level or better.	Met	This assignment made it clear that students had some difficulty with creating advertisements. Therefore in the future faculty will spend more time with students on the process of creating advertisements. In addition, students will be provided with more examples of what constitutes good and bad advertising.	April
	NOCTI exam	At least 50% of students taking the exam should score at the national average or above.		Not Assessed in this Cycle	Students in this area usually earn the AAS in Management as well and as a result do not take the NOCTI exam for marketing. Therefore this will be discontinued as a measurement tool.	April