

Assessment, Improvement, Measurement (AIM) Report: 11/19/2013

Plan Year: 2013-2014

Unit: Business, Marketing, and Management

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

Reviewer: Jenny Jones

Objective or Outcome	Measure(s)		
	Measure Text	Achievement Target	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.	April
	NOCTI exam	At least 50% of students taking the NOCTI Management exam should score at the national average or above.	April
SLO 1 - Demonstrate an understanding of the current financial instruments and financial institutions used in Real Estate transactions.	A mandatory quiz on real estate finance will be administered in during the Spring 2014 semester.	The achievement target is: 75% of students will score 70% or higher on the finance quiz.	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.	April
	NOCTI exam	At least 50% of students taking the exam should score at the national average or above.	