

**Assessment, Improvement, Measurement (AIM) Report: 04/03/2013****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)		
	Measure Text	Achievement Target	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.	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
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.	April