

## Assessment of Outcomes Achievement: Retail Management Certificate

### 1. Describe assessment results.

All scoring is done through the final course grades. The courses that are involved in this process were picked by the department and are:

<b>Outcome</b>	<b>Course</b>
<b>1</b>	BA205 Solving Business Communications Problems with Technology
<b>2</b>	BA223 Principles of Marketing BA205 Solving Business Communications Problems with Technology BA249 Principles of Retailing and E-tailing
<b>3</b>	BA104 Business Math
<b>4</b>	BA211 Principles of Accounting I
<b>5</b>	BA131 Computers In Business
<b>6</b>	BA101 Introduction to Business
<b>7</b>	BA223 Principles of Marketing
<b>8</b>	BA224 Human Resources Management
<b>9</b>	BA249 Principles of Retailing and E-tailing
<b>10</b>	BA249 Principles of Retailing and E-tailing
<b>11</b>	BA224 Human Resource Management BA285 Human Relations Organizations

The goal for all outcomes:

2013-14 Goal: 80% C or better

2014-15 Goal: 80% C or better

The results for outcomes are:

- a. In 2013-14
    - i. 100% passed with C or higher for outcomes 1, 2, 5, 7, and 11.
    - ii. 75.92% passed with C or higher for outcome 3
    - iii. More than 80% passed with C or higher for outcomes 4, 6, and 8
    - iv. Outcomes 9 and 10 were not assessed as classes were cancelled
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2. Identify any changes that should, as a result of this assessment, be implemented towards improving student's attainment of degree, certificate, or program outcomes.
    - i. The assessment of the Outcome 3 should improve as a new instructor will be teaching this course.
    - ii.
  3. Describe your plan for implementation of any changes.
    - i. 2014-15 the department will keep the same classes, same assessment tools and same percentage for another year.
  4. Departmental faculty involvement.
    - i. The BA department reviews their percentage scores at each Fall in-service and makes recommendations to the Department Chair and Director as to their plan for the following year. The Department Chair writes up the plan and submits them by the end of October of each year.

5. Evaluate the assessment strategy.
  - i. The assessments courses, tools and percentages appear to be working well for this department.
6. Additional comments.

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