

CTE Outcome Assessment 2015-16:

Business Administration – Retail Management Cert

1. Outcome	2. Criteria or Target	3. Measurement Tool (course and assignment)	4. Summary of Result
Students who successfully complete the Retail Management Certificate should be able to:			
1. Written business communication	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Spring</u> BA 205 Solving Communication Problems with Technology	Met 94.12% earned a grade of "C" or above
2. Oral communications	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 223 Principles of Marketing <u>Spring</u> BA 205 Solving Communication Problems with Technology BA 249 Principles of Retailing & E-tailing	Met 89.29% earned a grade of "C" or above combined
3. Business mathematics	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 104 Business Mathematics	Met 100% earned a grade of "C" or above
4. Bookkeeping or general accounting	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Winter</u> BA 211 Principles of Accounting I	Met 86.36% earned a grade of "C" or above
5. Microcomputer applications	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Winter</u> BA 131 Computers in Business	Met 100% earned a grade of "C" or above
6. Introduction to management	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 101 Introduction to Business	Met 96.15% earned a grade of "C" or above
7. Marketing management	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 223 Principles of Marketing	Met 77.78% earned a grade of "C" or above
8. Human resources management	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 224 Human Resource Management	Met 100% earned a grade of "C" or above combined

9. Retail management	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	Spring BA 249 Principles of Retailing & E-tailing	Met 100% earned a grade of "C" or above
10. Merchandising	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	Spring BA 249 Principles of Retailing & E-tailing	Met 100% earned a grade of "C" or above
11. Leadership and human relations	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	Fall BA 224 Human Resource Management Winter BA 285 Human Relations – Organizations	Met 93.70% earned a grade of "C" or above combined

Submitted by: Stephen Shwiff

Date: 11-2016

Analysis

- Describe assessment results.
All program targets were met
- Identify any changes that should, as a result of this assessment, be implemented towards improving students' attainment of degree, certificate, or program outcomes.
N/A
- Describe your plan for implementation of any changes.
N/A
- Departmental faculty involvement.
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.
- Evaluate the assessment strategy.
The assessment strategy appear to accurately measure student achievement of learning outcomes
- Reflect on any adjustments you made from the last assessment of this degree or certificate and their effectiveness in student achievement of outcomes?
As indicated in the 2014-15 analysis, Outcome 3 was expected to have a higher rate of student achievement of the outcome due to changes in faculty. Due to the low enrollment in BA 104, any meaningful comparison is difficult to make.
- Additional comments.
This certificate was suspended Summer of 2016, due to low enrollment; also unable to conform to curriculum requirements by statewide consortium.