

Crafton Hills College - Outcomes Assessment Report

Course: BUSAD-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to work collaboratively in a group.

2. Means of Assessment (Measurement Method)

Students will be required to participate in and complete the semester-long, group project.

3. Criteria for Success (Benchmark)

75% of students will complete the group project with a combined score of 77% or higher.

4. Summary of Evidence

84% of students completed the group project with a combined score of 77% or better.

5. Use of Results (Implications for Program Improvement & Planning)

While the Business program is satisfied with the results of this assessment, the group project is a major component of the Intro to Business curriculum and requires greater commitment by those students who enroll in the class. More class time will be dedicated to completion of each part of the project and greater emphasis will be placed on meeting project deadlines.

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1. Learning Outcomes Statement

Students will demonstrate the ability to distinguish between and evaluate sole proprietorships, partnerships, corporations, and franchises and their advantages and disadvantages.

2. Means of Assessment (Measurement Method)

Exam # 1 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or better on Exam # 1.

4. Summary of Evidence

92% of students scored 77% or higher on Exam # 1.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

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1. Learning Outcomes Statement

Students will demonstrate the ability to define key human resource management concepts such as job descriptions, job enrichment, job enlargement, job redesign, employee compensation, fringe benefits, and performance appraisal.

2. Means of Assessment (Measurement Method)

Exam # 2 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exam # 2.

4. Summary of Evidence

83% of students scored 77% or higher on Exam # 2.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

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1. Learning Outcomes Statement

Students will demonstrate the ability to define key elements of labor-management relations including contract negotiations and grievance procedures.

2. Means of Assessment (Measurement Method)

Exam # 2 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exam # 2.

4. Summary of Evidence

83% of students scored 77% or higher on Exam # 2.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.

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Course: BUSAD-100

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1. Learning Outcomes Statement

Students will demonstrate the ability to describe the concept of a market and process of marketing, product promotion, the stages of the product life cycle, and competition.

2. Means of Assessment (Measurement Method)

The final oral presentation (Part 5 of the semester-long, group project) will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will actively participate in the final presentation with a score of 77% or higher.

4. Summary of Evidence

85% of students participated in the oral presentations and received a score of 77% or higher.

5. Use of Results (Implications for Program Improvement & Planning)

While the Business program is satisfied with the results of this assessment, greater participation is required. Additional class time will be dedicated to allow students to prepare and rehearse their oral presentations.

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Course: BUSAD-100

Term: Spring 2012

Date: 8/25/12

1. Learning Outcomes Statement

Students will demonstrate the ability to define key business concepts of profit, supply and demand, free markets, a business plan, the basic functions of management, various styles of leadership, quality control, and business ethics.

2. Means of Assessment (Measurement Method)

Exam # 1 and Exam # 2 will be used to assess this objective.

3. Criteria for Success (Benchmark)

75% of students will score 77% or higher on Exam # 1 and Exam # 2.

4. Summary of Evidence

92% of students scored 77% or higher on Exam # 1. 83% of students scored 77% or higher on Exam # 2.

5. Use of Results (Implications for Program Improvement & Planning)

The Business program is satisfied with the results of this assessment.