

Crafton Hills College - Outcomes Assessment Report

Program/Service Area: Business Administration/Accounting/Marketing

Year: 2011-2012

Student Learning Outcomes (SLO's) are being assessed in the courses being offered. The following results have been obtained and appropriate changes have been implemented:

- Accounting 208, Introduction to Financial Accounting, is being revised to increase the focus on the five basic financial reports.
- BusAd 200, Management, will be revised in the fall, 2012, semester to include a writing assignment.
- The SLO's for BusAd 210, Business Law, have been completely re-written and assessment of the revised SLO's will begin in the fall, 2012, semester.
- BusAd 100, Introduction to Business, has been revised to include an individual writing assignment in conjunction with the required group project. This has been successfully implemented with very positive results. In addition, during each classroom session, each student is required to submit a one page summary of the three most important/interesting points covered during the lecture. This has greatly increased class participation and attendance.
- The group project in Marketing 100 has been expanded to provide a second alternative focus for the group project. In the past, the focus has been on preparing a marketing plan for Crafton Hills College. Now, students can either focus on Crafton Hills College or San Bernardino International Airport. This will be implemented during the spring, 2012, semester.