

GENERAL EDUCATION ASSESSMENT REPORT

Management, BHT Program, Fall 2011

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STATEMENT OF INSTITUTION MISSION AND COLLEGE GOALS	SP Goal 5: Improve the process for assessing programs, courses, and student learning.
GENERAL EDUCATION OUTCOMES (or student learning outcome/program competency)	<p>Written Communication: Write appropriately for audience, purpose and genre; demonstrate appropriate content, organization, syntax, and style; and acknowledge the use of information sources, according to convention.</p> <p>Information Literacy: Demonstrate the ability to find, evaluate, organize and use information effectively and ethically.</p> <p>Critical Thinking: Generate a new idea or artifact by combining, changing, or reapplying existing ideas or products.</p> <p>Department Goals:</p> <p>Each student will be an effective communicator with the ability to prepare and deliver oral and written presentations using appropriate technologies</p> <p>Each student will be able to use cutting edge technology to function in a 21st century business environment.</p> <p>Each student will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques.</p> <p>In addition to the General Education outcomes already noted, this assessment can be mapped to the General Education Technology Literacy Outcome: Demonstrate the ability to communicate, create, and collaborate effectively using technologies in multiple modalities</p>
ASSESSMENT CRITERIA	Written Communication: Grading rubric for assignment

<p>AND PROCEDURES</p>	<p>with 70% considered proficient Rubric that addresses the key competencies is attached. Students write a small business plan. (MGMT 121)</p> <p>Information Literacy: Grading rubric for assignment with 70% considered proficient</p> <p>Critical Thinking: Grading rubric for assignment with 70% considered proficient</p>
<p>ASSESSMENT RESULTS</p>	<p>Written Communication: 47% of the student work sampled in MGMT 121 were able to complete the work with appropriate written communication at a proficient level</p> <p>Information Literacy: 20% of the students in MGMT 121 were able to research and cite sources at a proficient level</p> <p>Critical Thinking: 47% of the student work sampled in MGMT 121 was at a proficient level</p>
<p>USE OF THE RESULTS</p>	<ol style="list-style-type: none"> 1. It is recommended that ENGL 003 eligibility be added as a pre-requisite (changes in progress; effective Fall 2012) 2. It is recommended that the rubric be added to the Assessment of Student Learning section of the Form 335 so that all full time faculty and adjuncts can adapt their small business plan assignments to achieve the student learning outcomes (changes in progress; effective Fall 2012). 3. It is recommended to re-prefix the course to a 200 level to accurately reflect the rigor of the course (changes in progress; effective Fall 2012). 4. It is recommended that BUSI 101 – Introduction to Business be added as a pre-requisite.

Additional Notes /
Resources

[PROGRAM ASSESSMENT REPORT Management 121](#)