

TABLE 2: Student Learning Results (Standard 4)

Use this table to supply data for Criterion 4.2.

Performance Indicator	Definition
1. Student Learning Results	<p>A student learning outcome is one that measures a specific competency attainment. <i>Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination).</i> Add these to the description of the measurement instrument in column two:</p> <p>Direct - Assessing student performance by examining samples of student work Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information. Formative – An assessment conducted during the student’s education. Summative – An assessment conducted at the end of the student’s education. Internal – An assessment instrument that was developed within the business unit. External – An assessment instrument that was developed outside the business unit. Comparative – Compare results between classes, between online and on ground classes, Between professors, between programs, between campuses, or compare to external results such as results from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data.</p>
	- If for any given performance measure your goal is being exceeded repeatedly, consider either increasing the goal or changing the performance measure so that action can be taken to improve the program.
	- For all data reported, show sample size (n=75).

Analysis of Results

Performance Measure: For each assessment, identify the following - 1.	What is your measurement instrument or process? Do not use grades.	Current Results: What are your current results?	Analysis of Results: What did you learn from your results?	Action Taken or Improvement Made: What did you improve	Provide a graph or table of resulting trends (3-5 data points preferred)												
<p>For the Accounting and Finance Program:</p> <p>Accounting students will demonstrate the ability to prepare and analyze financial information essential for internal and external reporting and decision making.</p> <p>The goal is 70% of the students will meet this standard.</p>	<p>Summative</p> <p>Success is based on 70% of the students in Business Finance (FIN220) scoring 80% or better on the capstone project.</p>	<p>For the last two year period (2016-2017, 2017-2018) students have meet or exceeded the standard when averaged for the academic year.</p> <p>2017-2018 n=37</p>	<p>The standard was met or exceeded for all periods except fall 2013. The mix of traditional and blended classes has provided a solid method for insuring student success</p>	<p>A review of the fall 2013 semester FIN220 courses determined the online modality was not successful. As a result of the review, the department is now offering FIN220 in a traditional, face-to-face format and the blended environment. These adjustments have increased success rates.</p>	<p style="text-align: center;">% of Students Earning 80% or Better on Capstone Project</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2013-2014</td> <td>74%</td> </tr> <tr> <td>2014-2015</td> <td>73%</td> </tr> <tr> <td>2015-2016</td> <td>75%</td> </tr> <tr> <td>2016-2017</td> <td>75%</td> </tr> <tr> <td>2017-2018</td> <td>80%</td> </tr> </tbody> </table>	Year	Percentage	2013-2014	74%	2014-2015	73%	2015-2016	75%	2016-2017	75%	2017-2018	80%
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<p>For the Accounting and Finance Program, the Management and Marketing Program and the ASOA Program: Business Law & Ethics (ACC130) is required in most majors within BIT Division programs.</p> <p>ACC130 students will demonstrate an increased level of knowledge upon completion of this introductory course.</p> <p>The goal is at least a 20% increase in knowledge based on the pre-test/post-test scores.</p>	<p>Formative</p> <p>Success will be based on the pre-test and post-test average score.</p> <p>The goal is that students will achieve a 20% minimum increase in the post-test average in comparison to the pre-test average.</p>	<p>For the last two year period (2016-2017, 2017-2018) students have meet the standard.</p> <p>2016-2017 n=68 2017-2018 n=51</p>	<p>The pretest/post test was administered in a web based modality in which the student was requested to complete the tests outside the of class. Participation was very low which skewed the results.</p>	<p>The test will be administered in Fall of 2018 in the classroom setting in an effort to obtain a better pre-test population.</p>	<p align="center">Increase % from Pre- to Post-Test</p> <table border="1"> <caption>Increase % from Pre- to Post-Test</caption> <thead> <tr> <th>Year</th> <th>Increase %</th> </tr> </thead> <tbody> <tr> <td>2013-2014</td> <td>51%</td> </tr> <tr> <td>2014-2015</td> <td>61%</td> </tr> <tr> <td>2015-2016</td> <td>61%</td> </tr> <tr> <td>2016-2017</td> <td>55%</td> </tr> <tr> <td>2017-2018</td> <td>29%</td> </tr> </tbody> </table>	Year	Increase %	2013-2014	51%	2014-2015	61%	2015-2016	61%	2016-2017	55%	2017-2018	29%
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<p>For the Accounting and Finance Program:</p> <p>Corporate Finance students will demonstrate proficiency in financial statement analysis by completing a project involving time series analysis on a selected company</p>	<p>Summative</p> <p>Success is based on 75% of the students achieving 80% or better on the project in Financial Statement Analysis (ACC238).</p>	<p>The standard has been successfully met each semester that the course has run.</p> <p>Note: This is a fall only course</p> <p>Fall 2016 n=9 Fall 2017 n=2</p>	<p>The standard was met or exceeded for all periods. This course is conducted as an independent study with less than 5 students the past 2 academic years.</p>	<p>Although the standard was met, the small class size limits the value of meeting this standard – will continue to monitor.</p>	<p align="center">% of Students Demonstrating Proficiency</p> <table border="1"> <caption>% of Students Demonstrating Proficiency</caption> <thead> <tr> <th>Year</th> <th>% of Students</th> </tr> </thead> <tbody> <tr> <td>2013-2014</td> <td>88%</td> </tr> <tr> <td>2014-2015</td> <td>100%</td> </tr> <tr> <td>2015-2016</td> <td>100%</td> </tr> <tr> <td>2016-2017</td> <td>100%</td> </tr> <tr> <td>2017-2018</td> <td>100%</td> </tr> </tbody> </table>	Year	% of Students	2013-2014	88%	2014-2015	100%	2015-2016	100%	2016-2017	100%	2017-2018	100%
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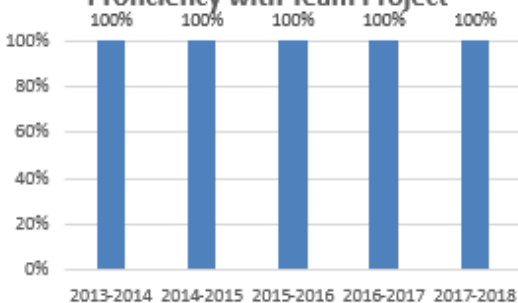
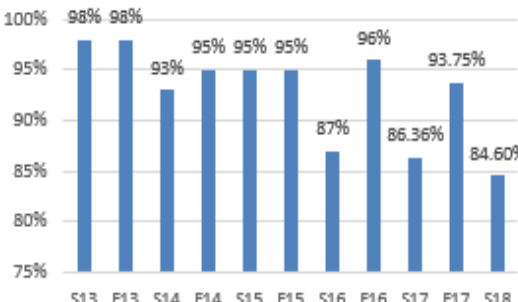
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<p>For the ASOA Program: Administrative Office Professional and Legal Assisting students will be able to use resources, make decisions, and exhibit proficiency in the use of office procedures and information systems used in automated office environments. The goal is 70% of the students will meet this standard</p>	<p>External</p> <p>Success is based on a score of at least 70% on the Office Proficiency Assessment & Certification (OPAC) automated test package by students enrolled in the AOT Practicum (AOT232). The standard of 70% on the various skill tests is representative of the certification standards specified by the International Association of Administrative Professionals (IAAP).</p>	<p>For the last 2 academic semesters, the students have met or exceeded the standard. Please note that prior to spring 2014, the AOT232 course was offered each semester but beginning in 2014 the course is only offered in the spring semester of each academic year.</p> <p>Spring 2016 n=22 Spring 2017 n=7</p>	<p>Since no deficiencies were noted, the ASOA Department will continue to monitor the annual results in this area and take appropriate action when deemed necessary</p>	<p>None required.</p> <p>We have consistently met this goal. This gives us the opportunity to reassess the standards and increase the goal.</p>	<p>% of AOP and LA Students Achieving a Minimum of 70% of OPAC Test</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2013-2014</td> <td>91%</td> </tr> <tr> <td>2014-2015</td> <td>71%</td> </tr> <tr> <td>2015-2016</td> <td>76%</td> </tr> <tr> <td>2016-2017</td> <td>98%</td> </tr> <tr> <td>2017-2018</td> <td>97%</td> </tr> </tbody> </table>	Year	Percentage	2013-2014	91%	2014-2015	71%	2015-2016	76%	2016-2017	98%	2017-2018	97%
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<p>For the ASOA Program: Administrative Office Professional and Legal Assisting students will be able to acquire, organize, and evaluate information for making decisions and solving problems in business environments.</p> <p>The goal is 70% of the students will meet this standard</p>	<p>Indirect</p> <p>Success is based on an overall rating of at least 3 on a scale of 0- 4 on performance evaluations completed by Practicum supervisors for students enrolled in the Administrative Office Technologies Practicum (AOT232).</p>	<p>For the last 2 academic semesters, the students have met or exceeded the standard. Please note that prior to spring 2014, the AOT 232 course was offered each semester but beginning in 2014 the course was only offered in the spring semester of each academic year.</p> <p>Spring 2017 n=22 Spring 2018 n=7</p>	<p>Since no deficiencies were noted, the ASOA Department will continue to monitor the annual results in this area and take appropriate action when deemed necessary.</p>	<p>None required.</p> <p>We have consistently met this goal. This gives us the opportunity to reassess the standards and increase the goal.</p>	<p>% of AOP and LA Students Achieving a Minimum of 3 Rating on Decision Making</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2013-2014</td> <td>89%</td> </tr> <tr> <td>2014-2015</td> <td>94%</td> </tr> <tr> <td>2015-2016</td> <td>92%</td> </tr> <tr> <td>2016-2017</td> <td>96%</td> </tr> <tr> <td>2017-2018</td> <td>100%</td> </tr> </tbody> </table>	Year	Percentage	2013-2014	89%	2014-2015	94%	2015-2016	92%	2016-2017	96%	2017-2018	100%
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<p>For the ASOA Program:</p> <p>Administrative Office Professional and Legal Assisting students will be able to demonstrate employability skills and professionalism through sound work habits, ethics and responsibility, and work in individual, team and group settings.</p> <p>The goal is 70% of the students will meet this standard.</p>	<p>Indirect</p> <p>Success is based on an overall rating of at least 3 on a scale of 0-4 on performance evaluations completed by Practicum supervisors for students enrolled in the Administrative Office Technologies Practicum (AOT232).</p>	<p>For the last 2 academic semesters, the students have met or exceeded the standard. Please note that prior to spring 2014, the AOT 232 course was offered each semester but beginning in 2014 the course was only offered in the spring semester of each academic year.</p> <p>Spring 2017 n=22 Spring 2018 n=7</p>	<p>Since no deficiencies were noted, the ASOA Department will continue to monitor the annual results in this area and take appropriate action when deemed necessary.</p>	<p>None required.</p> <p>We have consistently met this goal. This gives us the opportunity to reassess the standards and increase the goal.</p>	<p>% of AOP and LA Students Achieving a Minimum of 3 Rating on Professionalism</p> <table border="1"> <caption>% of AOP and LA Students Achieving a Minimum of 3 Rating on Professionalism</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2013-2014</td> <td>94%</td> </tr> <tr> <td>2014-2015</td> <td>93%</td> </tr> <tr> <td>2015-2016</td> <td>96%</td> </tr> <tr> <td>2016-2017</td> <td>100%</td> </tr> <tr> <td>2017-2018</td> <td>100%</td> </tr> </tbody> </table>	Year	Percentage	2013-2014	94%	2014-2015	93%	2015-2016	96%	2016-2017	100%	2017-2018	100%
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<p>For the Marketing and Management Program:</p> <p>Marketing Management students will demonstrate the ability to formulate and execute marketing mix strategies.</p> <p>The goal is 90% of the students will meet this standard.</p>	<p>Summative</p> <p>Success is based on a cumulative passing grade of 80 or greater on quizzes, written team projects and oral presentation on marketing mix development by each student enrolled in capstone course Market Planning (MKT229)</p>	<p>For the last 2 academic years, the students have met or exceeded the standard.</p> <p>Note: this is a spring only class.</p> <p>Fall 2016 n = 15 Spring 2017 n = 8 Fall 2017 n = 10 Spring 2018 n = 11</p>	<p>The Marketing Management Department will continue to monitor the annual results in this area.</p>	<p>Because of high rate of success, we will reassess the standard and increase the goal.</p>	<p>% of Marketing Management Students Demonstrating Proficiency of Course Content</p> <table border="1"> <caption>% of Marketing Management Students Demonstrating Proficiency of Course Content</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2013-2014</td> <td>100%</td> </tr> <tr> <td>2014-2015</td> <td>100%</td> </tr> <tr> <td>2015-2016</td> <td>100%</td> </tr> <tr> <td>2016-2017</td> <td>100%</td> </tr> <tr> <td>2017-2018</td> <td>100%</td> </tr> </tbody> </table>	Year	Percentage	2013-2014	100%	2014-2015	100%	2015-2016	100%	2016-2017	100%	2017-2018	100%
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<p>For the Marketing and Management Program:</p> <p>Marketing Management students will demonstrate the ability to prepare, organize, and complete a comprehensive market planning process utilizing effective marketing techniques and methodology.</p> <p>The goal is 90% of the students will meet this standard.</p>	<p>Summative</p> <p>Success will be based on a score of 80% or greater on the capstone course Market Planning team project and team presentation by students enrolled in Market Planning (MKT229).</p>	<p>For the last 2 academic years, the students have met or exceeded the standard.</p> <p>Note: this is a spring only class</p> <p>Fall 2016 n = 15 Spring 2017 n = 8 Fall 2017 n = 10 Spring 2018 n = 11</p>	<p>The Marketing Management Department will continue to monitor the annual results in this area</p>	<p>Because of high rate of success, we will reassess the standard and increase the goal.</p>	<p align="center">% of Marketing Management Students Demonstrating Proficiency with Team Project</p>  <table border="1"> <caption>Data for Marketing Management Proficiency</caption> <thead> <tr> <th>Year</th> <th>Proficiency %</th> </tr> </thead> <tbody> <tr> <td>2013-2014</td> <td>100%</td> </tr> <tr> <td>2014-2015</td> <td>100%</td> </tr> <tr> <td>2015-2016</td> <td>100%</td> </tr> <tr> <td>2016-2017</td> <td>100%</td> </tr> <tr> <td>2017-2018</td> <td>100%</td> </tr> </tbody> </table>	Year	Proficiency %	2013-2014	100%	2014-2015	100%	2015-2016	100%	2016-2017	100%	2017-2018	100%												
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<p>For the Management and Marketing Program: Business Management students will demonstrate the ability to organize multiple business operations and make decisions using a team-based approach utilizing proven business planning techniques. The goal is that 90% of the students will meet this standard.</p>	<p>Summative</p> <p>Success will be based on a score of 80% or greater on the capstone Business Decision Making (MGT223) business simulation project and annual report.</p>	<p>For the last 2 academic years, the students have met or exceeded the standard.</p> <p>F16 n=38 S17 n=33 F17 n=33 S18 n=39</p>	<p>Due to the team-oriented nature of this course, results can be significantly affected by one individual or one team's poor performance.</p>	<p>The Business Management Department will continue to monitor the annual results of the Business Decision Making business simulation project and annual report process.</p>	<p align="center">% of Business Management Students Demonstrating Proficiency</p>  <table border="1"> <caption>Data for Business Management Proficiency</caption> <thead> <tr> <th>Year</th> <th>Proficiency %</th> </tr> </thead> <tbody> <tr> <td>S13</td> <td>98%</td> </tr> <tr> <td>F13</td> <td>98%</td> </tr> <tr> <td>S14</td> <td>93%</td> </tr> <tr> <td>F14</td> <td>95%</td> </tr> <tr> <td>S15</td> <td>95%</td> </tr> <tr> <td>F15</td> <td>95%</td> </tr> <tr> <td>S16</td> <td>87%</td> </tr> <tr> <td>F16</td> <td>96%</td> </tr> <tr> <td>S17</td> <td>86.36%</td> </tr> <tr> <td>F17</td> <td>93.75%</td> </tr> <tr> <td>S18</td> <td>84.60%</td> </tr> </tbody> </table>	Year	Proficiency %	S13	98%	F13	98%	S14	93%	F14	95%	S15	95%	F15	95%	S16	87%	F16	96%	S17	86.36%	F17	93.75%	S18	84.60%
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