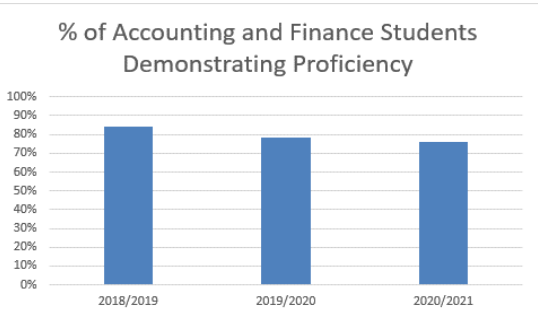
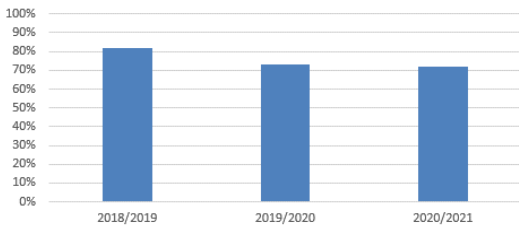
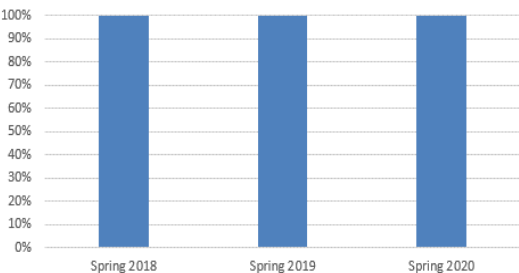
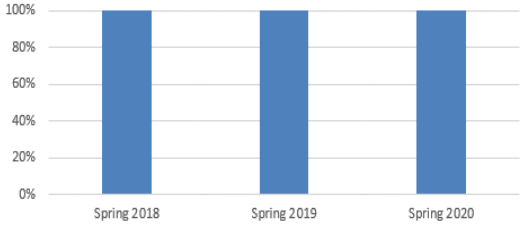
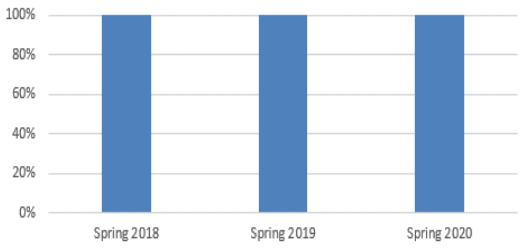
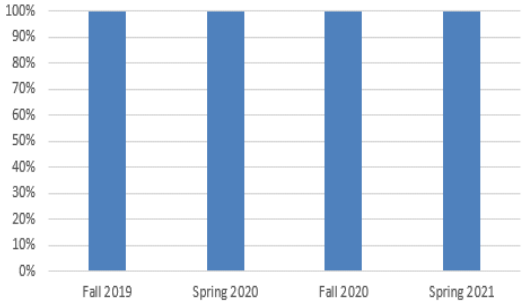
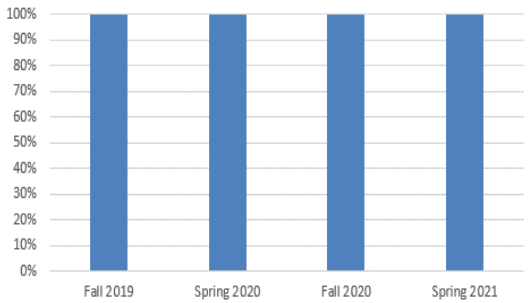


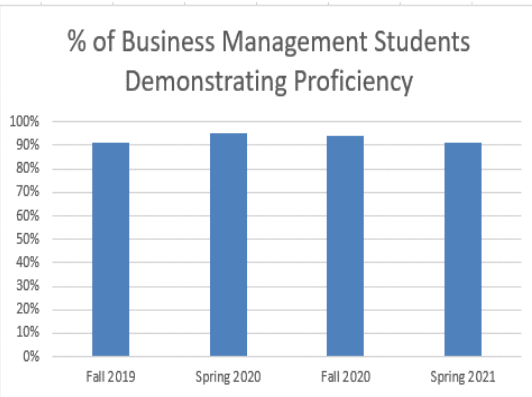
TABLE 2: Student Learning Results (Standard 4)													
Use this table to supply data for Criterion 4.2.													
Performance Indicator	Definition												
1. Student Learning Results	<p>A student learning outcome is one that measures a specific competency attainment. <i>Examples of a direct 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</p> <p>Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information.</p> <p>Formative – An assessment conducted during the student's education.</p> <p>Summative – An assessment conducted at the end of the student's education.</p> <p>Internal – An assessment instrument that was developed within the business unit.</p> <p>External – An assessment instrument that was developed outside the business unit.</p> <p>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													
For each assessment, identify the following - 1. Academic Program, 2.	instrument or process? Do not use grades. Indicate type of instrument	Current Results: What are your current results?	Analysis of Results: What did you learn from your results?	Improvement Made: What did you improve or what is your next	Provide a graph or table of resulting trends (3-5 data points preferred)								
For the Accounting and Finance Programs: Students will demonstrate the ability to prepare and analyze financial information essential for internal and external reporting and decision making. The goal is 70% of the students will meet this standard.	Summative Success is based on 70% of the students in Business Finance (FIN220) scoring 80% or better on the capstone project.	For the last three year period (2018/2019, 2019/2020, 2020/2021) students have exceeded the standard when averaged for the academic year. 2018/2019 N=51 2019/2020 N=42 2020/2021 N=50	The standard was exceeded for all years.	For the period under review, the modality has either been face to face or a blend between face to face and online. Summer is the only session offered fully as a web based class.	<p>% of Accounting and Finance Students Demonstrating Proficiency</p>  <table><tr><th>Academic Year</th><th>% of Students Demonstrating Proficiency</th></tr><tr><td>2018/2019</td><td>82%</td></tr><tr><td>2019/2020</td><td>78%</td></tr><tr><td>2020/2021</td><td>75%</td></tr></table>	Academic Year	% of Students Demonstrating Proficiency	2018/2019	82%	2019/2020	78%	2020/2021	75%
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<p>For the Accounting and Finance Programs, the Management and Marketing Programs and the ASOA Programs: 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>Direct, Formative, Internal</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>The students have met the goal in all academic periods.</p> <p>2018/2019 N=82</p> <p>2019/2020 N=24*</p> <p>2020/2021 N=72</p> <p>*Spring semester is when this pre test and post test is scheduled. Due to Covid restrictions we could only administer the test in the two full semester web classes.</p>	<p>The pretest/post test have been administered in a web based modality in which the student was requested to complete the tests outside the of class. This limits the number of students taking the assessment.</p>	<p>The assessment will continue to be a part of our full semester web 3 classes as well as our face to face classes in Spring semester.</p>	<p>% of Accounting and Finance, Management and Marketing, and Administrative Office Students with a 20% Pre/Post Test Increase</p> <table><thead><tr><th>Period</th><th>% of Students</th></tr></thead><tbody><tr><td>2018/2019</td><td>35%</td></tr><tr><td>2019/2020</td><td>75%</td></tr><tr><td>2020/2021</td><td>45%</td></tr></tbody></table>	Period	% of Students	2018/2019	35%	2019/2020	75%	2020/2021	45%
Period	% of Students												
2018/2019	35%												
2019/2020	75%												
2020/2021	45%												
<p>For the Accounting and Finance Programs: 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 70% of the students achieving 80% or better on the project in Financial Statement Analysis (ACC238).</p>	<p>The course has been added as a required course to some Accounting degree programs in addition to the Finance program and is now running both Fall and Spring semesters. The current two semester we have achieved our goal.</p> <p>2018 N=10</p> <p>2019/2020 N=26</p> <p>2020/2021 N=40</p>	<p>The standard was not met for the first academic year due to the smaller class size. As the course has been added to Accounting degrees in addition to Finance more students are successfully completing the project.</p>	<p>The project will continued to be assigned and the results monitored in the future academic years.</p>	<p>% of Accounting and Finance Students Demonstrating Proficiency</p> <table><thead><tr><th>Period</th><th>% of Students</th></tr></thead><tbody><tr><td>Fall 2018</td><td>60%</td></tr><tr><td>2019-2020</td><td>70%</td></tr><tr><td>2020-2021</td><td>85%</td></tr></tbody></table>	Period	% of Students	Fall 2018	60%	2019-2020	70%	2020-2021	85%
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Analysis of Results													
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For the Accounting and Finance Programs: Accounting students will demonstrate the ability to prepare a case study tax return to demonstrate the knowledge tax laws. The goal is that 70% of the students will meet this standard.	Formative Success is based on 70% of the students achieving 70% or better on the tax project in Taxation I (ACC131).	The standard has been successfully met each semester. 2018/2019 N=45 2019/2020 N=77 2020/2021 N=58	The standard was met or exceeded for all periods.	None required. We have consistently met this goal. The project will continue to be assigned to students and the results will be monitored to ensure students have gained an understanding of the tax laws.	<div><p>% of Accounting and Finance Students Demonstrating Proficiency</p><table><tr><th>Period</th><th>% of Students</th></tr><tr><td>2018/2019</td><td>80%</td></tr><tr><td>2019/2020</td><td>72%</td></tr><tr><td>2020/2021</td><td>70%</td></tr></table></div>	Period	% of Students	2018/2019	80%	2019/2020	72%	2020/2021	70%
Period	% of Students												
2018/2019	80%												
2019/2020	72%												
2020/2021	70%												
For the Administrative Services and Office Administration Programs: 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	External 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).	For the last 3 years, the students have met or exceeded the standard. Spring 2018 n=7 Spring 2019 n=14 Spring 2020 n = 10	Since no deficiencies were noted, the Digital Media and Administrative Technologies Department will continue to monitor the annual results in this area and take appropriate action when deemed necessary	None required. We have consistently met this goal. This gives us the opportunity to reassess the standards and increase the goal.	<div><p>% or AOP and LA Students Achieving a Minimum of 70% on OPAC Tests</p><table><tr><th>Period</th><th>% of Students</th></tr><tr><td>Spring 2018</td><td>100%</td></tr><tr><td>Spring 2019</td><td>100%</td></tr><tr><td>Spring 2020</td><td>100%</td></tr></table></div>	Period	% of Students	Spring 2018	100%	Spring 2019	100%	Spring 2020	100%
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<p>For the Administrative Services and Office Administration Programs:</p> <p>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 3 years, the students have met or exceeded the standard.</p> <p>Spring 2018 n=7 Spring 2019 n=14 Spring 2020 n = 10</p>	<p>Since no deficiencies were noted, the Digital Media and Administrative Technologies 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 an Average of 3 on Supervisor Evaluation</p>  <table><tr><th>Year</th><th>% of Students</th></tr><tr><td>Spring 2018</td><td>100%</td></tr><tr><td>Spring 2019</td><td>100%</td></tr><tr><td>Spring 2020</td><td>100%</td></tr></table>	Year	% of Students	Spring 2018	100%	Spring 2019	100%	Spring 2020	100%
Year	% of Students												
Spring 2018	100%												
Spring 2019	100%												
Spring 2020	100%												
<p>For the Administrative Services and Office Administration Programs:</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 3 years, the students have met or exceeded the standard.</p> <p>Spring 2018 n=7 Spring 2019 n=14 Spring 2020 n = 10</p>	<p>Since no deficiencies were noted, the Digital Media and Administrative Technologies 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><tr><th>Year</th><th>% of Students</th></tr><tr><td>Spring 2018</td><td>100%</td></tr><tr><td>Spring 2019</td><td>100%</td></tr><tr><td>Spring 2020</td><td>100%</td></tr></table>	Year	% of Students	Spring 2018	100%	Spring 2019	100%	Spring 2020	100%
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For the Management and Marketing Program: Marketing Management students will demonstrate the ability to formulate and execute marketing mix strategies. The goal is 90% of the students will meet this standard.	Summative 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)	For the last 2 academic years, the students have met or exceeded the standard. Fall 2019 n = 6 Spring 2020 n = 7 Fall 2020 n = 12 Spring 2021 n = 7	The Marketing Management Department will continue to monitor the annual results in this area.	Because of high rate of success, we will reassess the standard and increase the goal.	<div><p>% of Marketing Management Students Demonstrating Proficiency of Course Content</p><table><tr><th>Semester</th><th>Proficiency (%)</th></tr><tr><td>Fall 2019</td><td>100</td></tr><tr><td>Spring 2020</td><td>100</td></tr><tr><td>Fall 2020</td><td>100</td></tr><tr><td>Spring 2021</td><td>100</td></tr></table></div>	Semester	Proficiency (%)	Fall 2019	100	Spring 2020	100	Fall 2020	100	Spring 2021	100
Semester	Proficiency (%)														
Fall 2019	100														
Spring 2020	100														
Fall 2020	100														
Spring 2021	100														
For the Management and Marketing Program: Marketing Management students will demonstrate the ability to prepare, organize, and complete a comprehensive market planning process utilizing effective marketing techniques and methodology. The goal is 90% of the students will meet this standard.	Summative 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).	For the last 2 academic years, the students have met or exceeded the standard. Fall 2019 n = 6 Spring 2020 n = 7 Fall 2020 n = 12 Spring 2021 n = 7	The Marketing Management Department will continue to monitor the annual results in this area	Because of high rate of success, we will reassess the standard and increase the goal.	<div><p>% of Marketing Management Students Demonstrating Proficiency with Team Project</p><table><tr><th>Semester</th><th>Proficiency (%)</th></tr><tr><td>Fall 2019</td><td>100</td></tr><tr><td>Spring 2020</td><td>100</td></tr><tr><td>Fall 2020</td><td>100</td></tr><tr><td>Spring 2021</td><td>100</td></tr></table></div>	Semester	Proficiency (%)	Fall 2019	100	Spring 2020	100	Fall 2020	100	Spring 2021	100
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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.	Summative Success will be based on a score of 80% or greater on the capstone Business Decision Making (MGT223) business simulation project and annual report.	For the last 2 academic years, the students have met or exceeded the standard. Fall 2019 n = 43 Spring 2020 n = 41 Fall 2020 n = 52 Spring 2021 n = 45	Due to the team-oriented nature of this course, results can be significantly affected by one individual or one team's poor performance.	The Business Management Department will continue to monitor the annual results of the Business Decision Making business simulation project and annual report process.	<div><p>% of Business Management Students Demonstrating Proficiency</p><table><tr><th>Semester</th><th>% of Students Demonstrating Proficiency</th></tr><tr><td>Fall 2019</td><td>90%</td></tr><tr><td>Spring 2020</td><td>93%</td></tr><tr><td>Fall 2020</td><td>93%</td></tr><tr><td>Spring 2021</td><td>90%</td></tr></table></div>	Semester	% of Students Demonstrating Proficiency	Fall 2019	90%	Spring 2020	93%	Fall 2020	93%	Spring 2021	90%
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