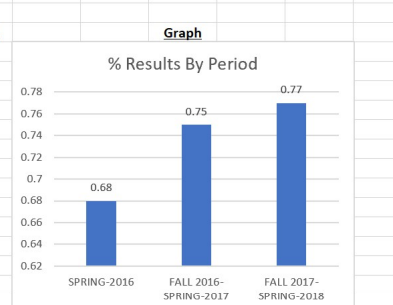
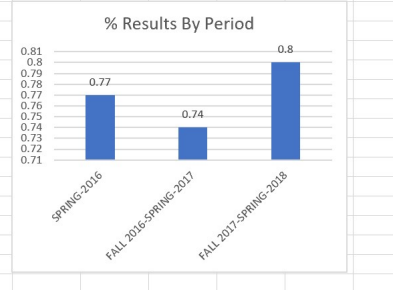


**GENERAL BUSINESS ADMINISTRATION CONCENTRATION**

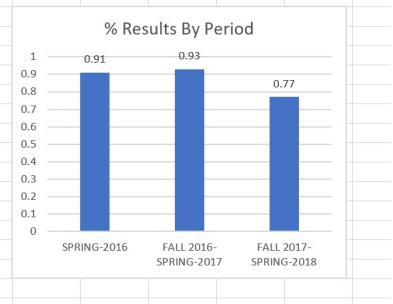
Performance Measure	Measurement Instrument	Current Results	Analysis of Results	Action Taken or Improvement Made
<p><b>SLO:</b> The student should be able to prepare basic financial statements.</p> <p><b>Goal:</b> At least 60% of students will receive a combined score of C or higher on Standardized Final Exams and on Student Online Homework Resource.</p>	<p>ACCT-1010 (Financial Accounting)</p> <p>Combined score on the Final Exam and Student Online Homework Resource.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The combined score on the Final Exam and the Student Online Resource for the Current Reporting Period is 77%.</p>	<p>Results have improved over the previous reporting periods.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>



<p><b>SLO:</b> Student will use accounting information to make informed decisions about the internal operations of a company.</p> <p><b>Goal:</b> At least 60% of students will receive a combined score of C or higher on Standardized Final Exams and on Student Online Homework Resource.</p>	<p>ACCT-1020 (Management Accounting)</p> <p>Combined score on the Final Exam and Student Online Homework Resource.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The combined score on the Final Exam and the Student Online Resource for the Current Reporting Period is 80%.</p>	<p>Results increased over the previous reporting period.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>
--	---	--	--	---



<p><b>SLO:</b> Student will demonstrate an understanding of the role planning, organizing, leading, and controlling plays in organizational success.</p> <p><b>Goal:</b> At least 60% of students will receive a combined score of C or higher on Standardized Final Exam and on the Standardized Term Project.</p>	<p>BUSN-2050 (Management)</p> <p>Combined score on the Final Exam and Term Project.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The combined score on the Final Exam and the Term Project for the Current Reporting Period is 77%.</p>	<p>Results decreased from the previous reporting period but was above the acceptable parameter.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>
---	--	---	---	---



<p><b>SLO:</b> Student should be able to conduct marketing research and design appropriate and effective marketing mix strategies.</p> <p><b>Goal:</b> At least 60% of students will receive a combined score of C or higher on Standardized Final Exam and on the Standardized Term Project.</p>	<p>BUSN-2060 (Principles of Marketing)</p> <p>Combined score on the Final Exam and Term Project.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The combined score on the Final Exam and the Term Project for the Current Reporting Period is 95%.</p>	<p>Results have improved over the previous reporting periods.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>
---	---	---	---	---

