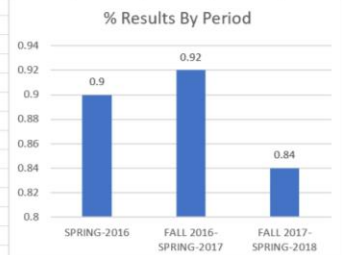
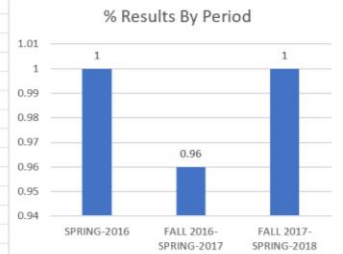
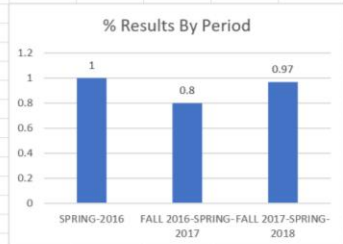
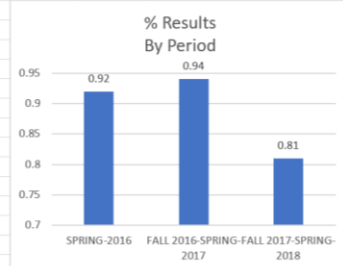
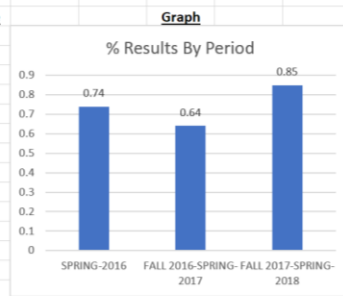


**STUDENT LEARNING RESULTS**

**ASSOCIATE IN SCIENCE DEGREE IN BUSINESS ADMINISTRATION**

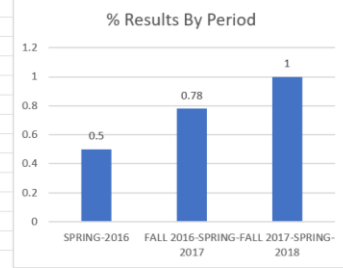
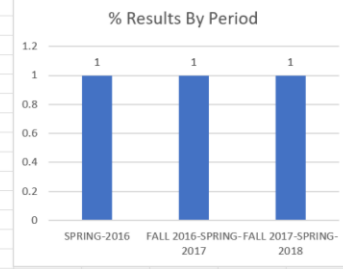
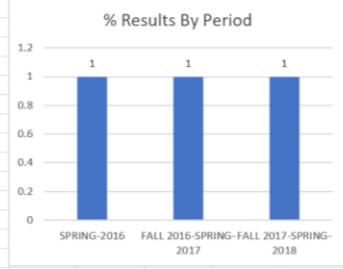
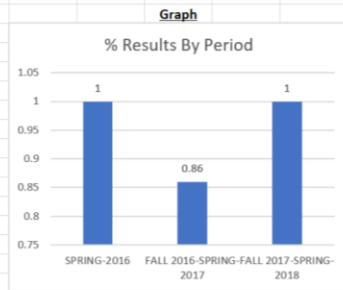
**ACCOUNTING CONCENTRATION**

Performance Measure	Measurement Instrument	Current Results	Analysis of Results	Action Taken or Improvement Made
<p><b>SLO:</b> The student will demonstrate the ability to prepare complex 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-2010 (Intermediate Accounting I) + ACCT-2020 (Intermediate Accounting II).</p> <p>Combined scores on the Final Exams and Student Online Homework Resource in ACCT-2010 and ACCT-2020.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The combined scores on the Final Exams and the Student Online Resource for the Current Reporting Period is 85%.</p>	<p>There was substantial improvement from the previous reporting period.</p>	<p>Since the scores 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> The student will demonstrate the use of 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 the Standardized Final Exam and on the Student Online Homework Resource.</p>	<p>ACCT-1020 (Managerial 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 Current Reporting Period is 81%.</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> The student will demonstrate the use of accounting software.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>ACCT-1030 (Computerized Accounting).</p> <p>The score on the Term Project.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 97%.</p>	<p>There was substantial improvement from 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> The student will demonstrate the ability to prepare personal income tax returns.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on the Standardized Final Exam.</p>	<p>ACCT-1500 (Personal Income Taxes).</p> <p>The score on the Final Exam.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The score on the Final Exam for the Current Reporting Period is 100%.</p>	<p>Results increased from 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> The student will demonstrate the ability to identify personal financial issues of individuals.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on the Standardized Final Exam.</p>	<p>BUSN-1040 (Personal Finance).</p> <p>The score on the Final Exam.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The score on the Final Exam for the Current Reporting Period is 84%.</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>



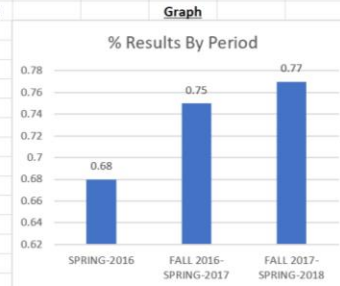
**FINANCIAL SERVICES CONCENTRATION**

Performance Measure	Measurement Instrument	Current Results	Analysis of Results	Action Taken or Improvement Made
<p><b>SLO:</b> The student will demonstrate the ability to identify accounting concepts that enable them to interpret financial data and use it to make informed decisions about the operating performance and financial position of a company.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on embedded problems in the Student Online Homework Resource.</p>	<p>ACCT-1020 (Managerial Accounting). The score on embedded problems in the Student Online Homework Resource.</p>	<p>The score on the embedded problems in the Student Online Homework Resource for the Current Reporting Period is 100%.</p>	<p>Results increased from 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> The student should be able to describe personal financial and investment concepts that enable students to provide customers with advice on investment, insurance, and estate planning.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on the Standardized Final Exam.</p>	<p>BUSN-1040 (Personal Finance) The score on the Final Exam. This is a direct, summative, internal assessment.</p>	<p>The score on the Final Exam for the Current Reporting Period is 100%.</p>	<p>Results remained consistent with 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 should be able to apply the art of salesmanship to enable them to promote the products of the firm they are employed with.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-1110 (Sales). The score on the Term Project. This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 100%.</p>	<p>Results remained consistent with 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> The student should be able to identify the monetary banking issues that are pervasive in all aspects of financial services.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on the Standardized Final Exam.</p>	<p>BUSN-2110 (Money &amp; Banking) The score on the Final Exam. This is a direct, summative, internal assessment.</p>	<p>The score on the Final Exam for the Current Reporting Period is 100%.</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>

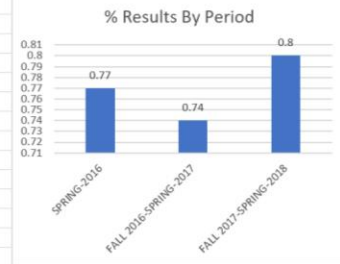


**GENERAL BUSINESS ADMINISTRATION CONCENTRATION**

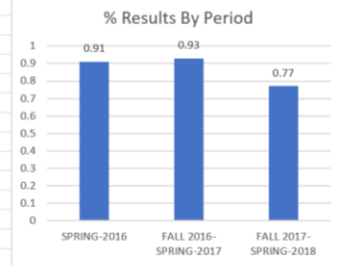
Performance Measure	Measurement Instrument	Current Results	Analysis of Results	Action Taken or Improvement Made
<p><b>SLO:</b> The student should be able to prepare basic financial statements.</p> <p><b>Goal:</b> At least 60% of students will receive a combined score of C or higher on Standardized Final 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>



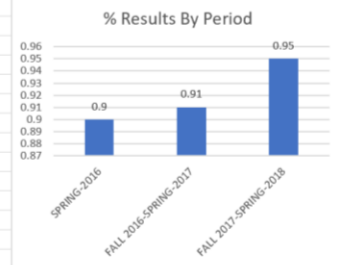
<p><b>SLO:</b> Student will use accounting information to make informed decisions about the internal operations of a company.</p> <p><b>Goal:</b> At least 60% of students will receive a combined score of C or higher on Standardized Final Exams and on Student Online Homework Resource.</p>	<p>ACCT-1020 (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>
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<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>
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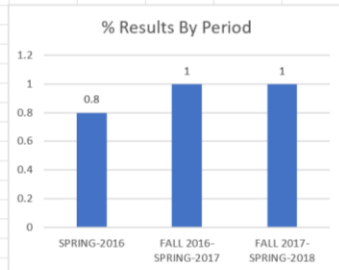
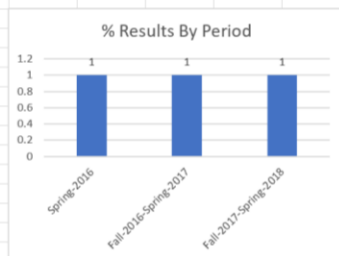
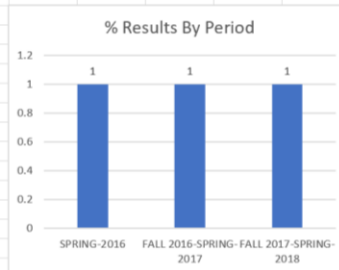
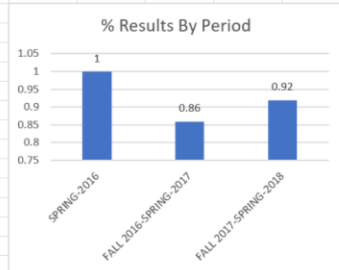
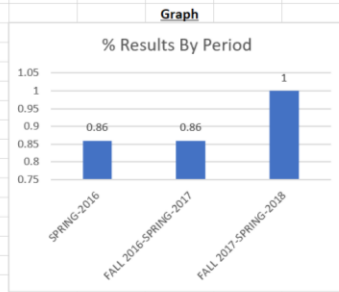


<p><b>SLO:</b> Student should be able to conduct marketing research and design appropriate and effective marketing mix strategies.</p> <p><b>Goal:</b> At least 60% of students will receive a combined score of C or higher on Standardized Final Exam and on the Standardized Term Project.</p>	<p>BUSN-2060 (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>
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**MARKETING CONCENTRATION**

Performance Measure	Measurement Instrument	Current Results	Analysis of Results	Action Taken or Improvement Made
<p><b>SLO:</b> Student should be able to describe what marketing entails and show how the components are implemented.</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). 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 100%.</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 should demonstrate how creating value leads to customer loyalty.</p> <p><b>Grade:</b> At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-1110 (Sales). The score on the Term Project.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 92%.</p>	<p>Results increased from 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 should be able to design appropriate and effective advertising plan and strategy.</p> <p><b>Grade:</b> At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-1130 (Advertising Principles). The score on the Term Project.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 100%.</p>	<p>Results remained consistent with 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 should be able to conduct both primary and secondary marketing research to make informed decisions.</p> <p><b>Grade:</b> At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-2060 (Principles of Marketing). The score on the Term Project.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 100%.</p>	<p>Results remained consistent with 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 should demonstrate the effectiveness of the various components of integrative marketing communications through various channels; including written and oral communications.</p> <p><b>Grade:</b> At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-1020 (Marketing Communications). The score on the Term Project.</p> <p>This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 100%.</p>	<p>Results remained consistent with 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>



**MANAGEMENT CONCENTRATION**

Performance Measure	Measurement Instrument	Current Results	Analysis of Results	Action Taken or Improvement Made
<p><b>SLO:</b> Student should demonstrate a fundamental knowledge and application of managerial concepts and approaches, including the four managerial functions of planning, organizing, leading, and controlling organizational resources.</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 (Principles of Management). Combined score on the Final Exam and Term Project. 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 68%.</p>	<p>Results decreased from the previous reporting period.</p>	<p>Since the score for the current reporting period was below the acceptable parameter, faculty will review the data, determine the causes of the decrease, and take corrective actions if warranted. Will continue to monitor this performance measure.</p>
<p><b>SLO:</b> Student will apply tools and techniques for managerial decision making.</p> <p><b>Grade:</b> At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-2070 (Management Strategy). The score on the Term Project. This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 100%.</p>	<p>Results increased from 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 identify and apply ethical principles in management decision making.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on embedded questions on the Standardized Final Exam.</p>	<p>BUSN-2050 (Principles of Management). The score on embedded questions on the Final Exam</p>	<p>The score on the embedded questions on the Final Exam for the Current Reporting Period is 62%.</p>	<p>Results decreased from the previous reporting period.</p>	<p>Since the score for the current reporting period was below the acceptable parameter, faculty will review the data, determine the causes of the decrease, and take corrective actions if warranted. Will continue to monitor this performance measure.</p>
<p><b>SLO:</b> Student should be able to locate, retrieve, evaluate, organize, and analyze information for management/leadership decision making.</p> <p><b>Grade:</b> At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-2350 (Human Resources Management). The score on the Term Project. This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 80%.</p>	<p>Results increased from 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 should be able to construct and deliver oral and/or written analysis of business scenarios.</p> <p><b>Grade:</b> At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-1000 (Workplace Relationship Skills). The score on the Term Project. This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 100%.</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 should be able to work and/or lead a diverse team toward goal accomplishment.</p> <p><b>Grade:</b> At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-1060 (Leadership Development). The score on the Term Project. This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 100%.</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>

