

Course or Program Assessment Summary http://academic.cuesta.edu/sloa/docs/Course_and_Program_Assessment_Summary_F_2011.docx

This form can be used to record SLO assessment plans and results for courses or programs. It is recommended that this document be stored on a group drive, or in MyCuesta.

Division: Business Education **Program:** Business Administration Transfer A.A. **Date:** May 18, 2012 v. 3 2012

Courses in program, or course: Required Courses for a Business Administration A.A. (Transfer) currently are: BUS 201A Principles of Accounting/Financial, BUS 201B Principles of Accounting/Managerial, BUS 218 Business Law, BUS 245 Introduction to Business, ECON 201A Principles of Economics/Macroeconomics, and ECON 201B Principles of Economics/Microeconomics. Required courses for the Business Administration Certificate of Achievement ("CA") include all the above except for BUS 201B Accounting/Managerial and BUS 201B Principles of Economics/Microeconomics.

Faculty involved with the assessment and analysis: **Full-Time Faculty:** Ruth Biering, Tanya Downing, Gary Rubin, Bill Snider, Jack Sullivan. **Numerous Part-Time Faculty.**

Course-to-program outcome mapping document** is completed Yes X No

1	Student Learning Outcome Statements <input checked="" type="checkbox"/> Program <input type="checkbox"/> Course	<p>Outcome #1: Develop basic skills and learn content knowledge in accounting, economics, marketing, management, law, entrepreneurship, international trade, e-commerce, computer applications, and customer service.</p> <p>Outcome #2: Achieve a Business Administration A.A. degree that is transferable to a four-year college or university and which can be obtained at Cuesta College within two years.</p>
2	Assessment Methods Plan (identify assessment instruments, scoring rubrics, SLO mapping diagrams)	<p>Core courses in Accounting, Economics, Law and Introduction to Business were evaluated during the last year according to Student Assessment Surveys. Several hundred students responded to the surveys with feedback on all course students learning outcomes in the core classes that are required for business students to transfer to 4-year universities.</p> <p>All core courses were mapped showing their relationship to Outcome #1 regarding content knowledge while graduation rates related directly to Outcome #2.</p>
3	Assessment Administration Plan (date(s), sample size or selection of course sections, scoring procedures, etc.)	553 students provided feedback on assessment surveys covering core classes in Accounting, Economics, Law and Introduction to Business during Spring assessments. Numerical results were analyzed to determine areas for improvement as they related to specific course content and student learning outcomes for each core class.

		<p>Advisory Committee meetings include full-time and part-time faculty who participate in teaching these core courses. They receive generalized feedback from local business owners re: course content and student/employee performance which relates directly to specific courses. Faculty match that up with specific student learning outcomes and SLO numerical data to design improvements in course content which will make graduating or transferring students more marketable for employment by local businesses.</p>
4	Assessment Results Summary (summarize Data)	<p>Program Learning Outcome#1 was assessed in core courses and numerical summary data is evidenced by the mean score results in those courses:</p> <ul style="list-style-type: none"> *Actg 201A.....3.79/5.00 *Bus Law 218.....4.32/5.00 *Econ 201A.....4.04/5.00 *Bus 245(intro)...4.02/5.00 <p>Program Learning Outcome #2 was evidenced by 32 A.A. Business Administration/Transfer degrees that were awarded during the 2011-2012 academic year.</p>
5	Discussion of Assessment Procedure and Results, and Effectiveness of Previous Improvement Plans	<p>Discussions with other faculty take place in two forums to interpret results and design course improvements. One is in monthly faculty division meetings as an agenda item but primarily in department meeting with specific full and part-time faculty who teach the actual courses. No previous improvement plans are in place from previous years but courses have been modified already based upon student feedback on the lowest rated student learning outcomes.</p> <p>In April, 2012, an Advisory Committee meeting was held for Business Administration. Faculty and community members met for 2 hours. As part of this meeting, Outcomes #1 and #2 were discussed to determine the validity and currency of academic class work to the work world for student that the local business owners hire. Feedback from business owners indicated that additional emphasis needed to be in appropriate business behavior when working in community with other, older adults in a professional business manner. Also, the need to treat customers with dignity and respect since they are the ones who buy the product (and pay for employees' salary)....even though "older customers aren't as cool and socially connected as younger employees."</p> <p>Present at this meeting were Full-Time Instructors Jack Sullivan, Gary Rubin, and Bill Snider plus Part-Time Instructor Christine Beyer. Community members included the owner of a CPA firm, the District Director of a solar panel company, a local real estate broker, and a member of SCORE.</p>

6	Recommended Changes & Plans for Implementation of Improvements	<p>All instructors will be advised to place emphasis on writing skills and professional business behaviors within their courses, especially the Customer Service areas.</p> <p>Instructors will work with students in the Cuesta College Business Club to further students' interest in earning an A.A. or CA and help students achieve the Program's SLOS.</p> <p>A new full-time instructor has joined the Business Division in Fall 2012. Current full-time instructors will each take part in orientation of the new instructor to how they (current full-time instructors) accomplish the Program's SLOS and will implement course improvement changes.</p> <p>All instructors teaching in the core Business courses will be invited to participate in the Advisory Committee meetings to hear and discuss course content recommendations with local business owners and ensure that recommendations are included in future classes.</p> <p>A new A.A. Business Administration/Transfer degree is being mandated by the State of California. A lead faculty member is in the process of researching the new degree requirements and will develop an appropriate response in accordance with the guidelines of the mandate. He has had extensive conversations with Cuesta counselors, other faculty and the Chancellor's office. Currently, there is debate about the need for students to ONLY have a financial/math background to transfer to 4-year schools with almost no exposure to other components of business such as marketing, management, international trade, ethics, the stock market and financial marketplace or entrepreneurship. He will keep other faculty apprised of changes and the requirements for the new approved degree.</p>
7	Description or evidence of dialog among course or program-level faculty about assessment plan and results	<p>Full-time faculty members noted continually met with other Business Division Faculty members for Division meetings approximately 3 - 5 times per semester. At these meetings conversations take place regarding the Business Administration/Transfer A.A. Discussion and collaboration will not only need to continue but increase among all faculty who are teaching the required core courses for this Program. Regular meetings of all instructors will need to take place to address: 1) new degree requirements; 2) assessment of Program SLOS; 3) implementation of recommended improvements to all course content areas; and 4) the development of new SLO's in all classes on a regular cycle to increase student success.</p>

****Course and program level outcomes are required by ACCJC to be aligned. Each program needs to complete a program map to show the alignment. See examples of completed CPAS and program mapping documents are available at <http://academic.cuesta.edu/sloa>**