



## Planning and Evaluation Tracking

College Year: 2010-2011

Division of: Business

Person Responsible: D. Hernandez

Department of: Business Administration

Person Responsible: S. Beckham

Purpose Statement: To provide business programs that afford the business community a labor ready workforce.

**Goal Statement #1: Deliver quality instruction to a diverse student population that facilitates graduation.**

**Objectives/Outcomes (including assessment tools and standards):** Students completing Business Administration courses will graduate at a rate equal to or greater than the institutional average.

**Results:** The latest data available shows that the three year graduation rate for Fall 2004, 2005, and 2006 among first-time college students in the Business Administration Department compared favorably to the institutional averages. For the years 2004, 2005, and 2006—the institutional average was 8.1%, 9.7%, and 8.2% respectfully. The graduation rates for the Business Administration Department was 8.2%, 11.6%, and 9.6% covering those same years.

**Use of Results (including improvements and revisions):**

Analysis: Graduation rates for the Business Administration Department while- greater than the institutional averages- generally track the overall graduation rates.

Plan of Action: Continue to promote among all students the advantages of earning an A.S. degree in Business Administration—especially targeting students who plan on transferring to a four-year university.

**Goal Statement #2: Enhance the student's understanding of the nation's founding business principles.**

**Objectives/Outcomes (including assessment tools and standards):** Using an embedded test format, 90% of the students enrolled in Economics, Accounting, and Introduction to Business will correctly answer 3 out of 5 questions—thus demonstrating knowledge of basic business principles.

**Results:** In the Fall 2009 semester, the embedded questions were part of a accounting exam. The pretest results were that the students scored an average of 35%. The same questions were embedded again at the end of the semester. The student's result was a post test average of 70%.

**Use of Results (including improvements and revisions):**

Analysis: Students showed a marked improvement from the pre and post exam scores.

Plan of Action: The department will continue to look for ways to improve the post test exam scores.

**Goal Statement #3:**

**Objectives/Outcomes (including assessment tools and standards):**

**Results:**

**Use of Results (including improvements and revisions):**

Analysis:

## Plan of Action