



Assessment Plan for Student Program Outcomes

Business Administration: Management

For Academic Year 2026/2027

Purpose of the Assessment Plan

This plan describes how student learning outcomes for the Associate of Science in Business Administration: Management program are assessed across the two-year curriculum. The plan supports continuous improvement,

Program-Level Student Learning Outcomes

Upon completion of the Business Administration: Management program, graduates will be able to:

1. Demonstrate an appropriate application of contemporary management skills and practices in solving real-life business problems.
2. Demonstrate a working knowledge of labor laws, federal and state rules and policies, and global differences to effectively manage a contemporary workforce.
3. Demonstrate an understanding of management theories designed to develop programs to motivate staff.
4. Demonstrate the ability to apply financial management skills to meet organizational objectives, compete effectively, and organize data efficiently.
5. Demonstrate a working knowledge of a variety of software systems, including management information systems, to prepare effective reports.
6. Demonstrate the ability to prepare and present meaningful presentations and reports for diverse business audiences.
7. Demonstrate the ability to utilize research techniques and analytical skills to evaluate business problems and develop problem-solving strategies.
8. Demonstrate an understanding of ethical principles and their application in global business scenarios.

Assessment Philosophy

Assessment is systematic, outcomes-based, and embedded in required coursework. Both formative and summative assessments are used to measure student achievement and inform continuous improvement.

Curriculum-Embedded Assessment Across Two Years

Year 1 – Foundational Assessment:

Introductory courses assess initial development of management skills, communication, ethics, technology, and analytical reasoning.

Year 2 – Mastery Assessment:

Advanced courses and the capstone experience assess integration, application, and synthesis of management knowledge and skills.

Assessment Methods

Direct Measures include:

- Embedded exam questions aligned to specific outcomes
- Case study analysis using common rubrics
- Applied projects and professional presentations
- Business plan components evaluated using common rubrics

Indirect Measures include:

- Course evaluations and graduate exit surveys
- Advisory board, employer, and community partner feedback
- Transfer, internship, and employment outcome data

Assessment Timeline

Semester 1–2: Foundational assessment of Outcomes will be done in the following courses

- ACCT101: Financial Accounting I
- ACCT102: Financial Accounting II
- BUS110: Principles of Management

Direct Assessment Measures to be used:

- Embedded exam questions aligned to specific outcomes
- Case study analysis with common rubrics

Semester 3: Advanced assessment of Outcomes will be done in the following courses

- ACCT210: Managerial Accounting
- BUS218: Dynamics of Organizational Behavior
- BUS240: Business Law

Direct Measures to be used:

- Embedded exam questions aligned to specific outcomes
- Case study analysis with common rubrics
- Professional presentations

Semester 4: Capstone-level assessment will be done in the following course

- BUS204: Small Business Management

Direct Measures include:

- Business plan components evaluated using common rubrics
- Professional Presentations

Performance Benchmarks

The program benchmark is that at least 70% of students meet or exceed expectations for each outcome. Results below the benchmark prompt faculty review and action planning.

Use of Results for Continuous Improvement

Faculty review assessment results annually to identify trends, strengths, and areas for improvement. Findings are used to refine curriculum, assignments, instructional strategies, and student supports.

Roles and Responsibilities

Faculty collect and analyze assessment data. The program coordinator compiles results and facilitates review discussions. Advisory board members provide external validation of outcome relevance.