



Planning Unit – A.A.S Business & Management

Planning Unit:

Year: 2019__-2020__

Unit Type:

Educational Program

Report Period: July 1, 2019__ – June 30, 2020__

(Choose One: Educational Programs, Administrative Support, Educational Support, Workforce Development)

(1) Unit Mission:

The Business and Management Program prepares students from diverse backgrounds to attain their educational, career, and personal goals, to think critically, to demonstrate leadership, and to be productive and responsible citizens. This program is designed for students who wish to pursue a career in one of the 9 concentrations of the program with an A.A.S. in Business & Management

(2) <u>Strategic Goal/ College Goal</u> <i>(SG# and/or CG#)</i>	(3) <u>Desired Outcome & Target/Criterion</u> <i>(Outcome begins with <u>action verb</u>. Target numerically measurable)</i>	(4) <u>Strategy To Accomplish Desired Outcome</u> <i>(Use bullets)</i>	(5) <u>Budget Link</u> <i>(Yes or No) If Yes, Describe</i>	(6) <u>Assessment Method/ Instrument</u>	(7) <u>Findings & Use of Results for Improvement</u> <i>(Use bullets)</i>
CG 2 & 3	<p>A. Desired Outcome #1*: Perform the functions in the Marketing Mix</p> <p><i>Type of Outcome? (Check One):</i></p> <p><input type="checkbox"/> Student Learning Outcome</p> <p><i>*If SLO, use the approved Program SLO.</i></p> <p>B. Target: 70% of BUMG students who successfully complete</p>	last year was the first year we did this and we are continuing for year	n	<ul style="list-style-type: none"> Marketing Module Quiz 	<p>A. Findings:</p> <ul style="list-style-type: none"> All students who took the test got a 70% or higher. There was one student who did not take it. 100% <p><i>Target Met? (Check One):</i></p> <p><input checked="" type="checkbox"/> Target Met</p> <p><input type="checkbox"/> Target Partially Met</p> <p><input type="checkbox"/> Target Not Met</p> <p>B. Use of Results:</p>

	MANG276 will score 70% or higher on the Marketing Module Quiz				<ul style="list-style-type: none"> The Marketing Module Quiz will remain a course requirement We will be experimenting with a new class format – virtual live and use those results next time. Desired Outcome Status? (Check One): <input type="checkbox"/> Outcome to Be Further Assessed Next Year <input type="checkbox"/> Outcome Concluded This Year
(2)	(3)	(4)	(5)	(6)	(7)
<u>Strategic Goal/ College Goal</u> <i>(SG# and/or CG#)</i>	<u>Desired Outcome & Target/Criterion</u> <i>(Outcome begins with <u>action verb</u>. Target numerically measurable)</i>	<u>Strategy To Accomplish Desired Outcome</u> <i>(Use bullets)</i>	Budget Link <i>(Yes or No) If Yes, Describe</i>	<u>Assessment Method/ Instrument</u>	<u>Findings & Use of Results for Improvement</u> <i>(Use bullets)</i>
CG 2 & 3	<p>A. Desired Outcome #2: Perform the Management Functions.</p> <p>Type of Outcome? (Check One): <input checked="" type="checkbox"/> Student Learning Outcome *If SLO, use the approved Program SLO.</p> <p>B. Target: 80% of Business & Management students who successfully complete MANG 201 will</p>	<ul style="list-style-type: none"> Greater emphasis on explaining why companies develop control systems for employees. The lead instructor, Fran Norwood will emphasize with all the other instructors on the importance of covering these concepts fully. 	n	MANG 201 Principles of Management Exit Exam	<p>A. Findings:</p> <ul style="list-style-type: none"> 90% of BUMG student scored a 70% or higher Target Met? (Check One): <input checked="" type="checkbox"/> Target Met <input type="checkbox"/> Target Partially Met <input type="checkbox"/> Target Not Met <p>B. Use of Results:</p> <ul style="list-style-type: none"> We will continue to require all MANG 201 students to take the same final.

	score 70% or higher on assessment				Desired Outcome Status? (Check One): <input type="checkbox"/> Outcome to Be Further Assessed Next Year <input checked="" type="checkbox"/> Outcome Concluded This Year
CG 2 & 3	<p>A. Desired Outcome #3: Assess legal and ethical issues in business situations (SLO #3)</p> <p>Type of Outcome? (Check One):</p> <p><input checked="" type="checkbox"/> Student Learning Outcome <i>*If SLO, use the approved Program SLO.</i></p> <p>B. Target: 75% of students who successfully complete BUSL 250 will be able to list the elements of a valid contract.</p>	Objective Quiz given in BUSL 250	n	ly	<p>A. Findings: We assessed the student in online sections and 31 of the 36 who took the assessment passed with a C or above 86%. We also found that there was a large number of students who never took quiz or completed course. We will be experimenting with a new class format – virtual live and use those results next time.</p> <p>Target Met? (Check One): <input checked="" type="checkbox"/> Target Met <input type="checkbox"/> Target Partially Met <input type="checkbox"/> Target Not Met</p> <p>B. Use of Results: We will be experimenting with a new class format – virtual live and use those results next time.</p> <p>• Desired Outcome Status? (Check One): <input type="checkbox"/> Outcome to Be Further Assessed Next Year <input checked="" type="checkbox"/> Outcome Concluded This Year</p>