

## **STUDENT LEARNING ASSESSMENT OVERVIEW** **BUSINESS ADMINISTRATION**

The Business Department at Mesalands Community College offers students a wide range of programs that award associate degrees. Associate of Applied Science degrees are awarded to students completing the degree plan requirements in our Business Administration program. These students are prepared to enter the workforce. An Associate of Arts degree is awarded to students who complete the Business Administration degree with plans to pursue a four-year degree.

The core courses of the Business Administration program allow students to acquire skills in accounting, business communications, business law, computers, economics, and management. Graduates of the Business Administration program are exposed to a variety of disciplines and given the opportunity to improve and enhance their interpersonal skills, critical thinking and problem solving skills.

### **Program Objectives**

Upon completion of the Business Associate Degree Programs in Business Administration the student will:

- 1) Apply the inter-relationship between concept and theory presented and be able to apply concepts in a real world environment.
- 2) Apply scanning principles to the environment in order to aid in analyzing and anticipating changes in the business marketplace and adjust accordingly.
- 3) Demonstrate sound behavior and presentation as key indicators to society as to one's ethical position and professionalism.
- 4) Recognize the importance of diversity in our society and respect and support diversity in the workplace.

### **Program Objectives Assessment Plan**

All program objectives are measured with multiple tools. The following **Curriculum Map** outlines those measurement tools and courses in which the program objectives are presented and/or measured:

<b>Program Objective</b>	<b>Measurement Tools</b>	<b>Courses In Which Program Objectives Are Presented and/or Measured</b>
1. Understand the inter-relationship between concept and theory	<ul style="list-style-type: none"> <li>• ENG 299</li> <li>• Course exams</li> <li>• Student provides</li> </ul>	<ul style="list-style-type: none"> <li>• BUS101</li> <li>• BUS 221</li> <li>• ACCT 210</li> </ul>

<p>presented and be able to apply concepts in a real world environment</p>	<p>examples illustrating ability to apply theory in writing assignments</p> <ul style="list-style-type: none"> <li>• Business plan and professional documents (BUS221)</li> </ul>	
<p>2. Be adept at scanning the environment in order to aid in analyzing and anticipating changes in the business marketplace and adjust accordingly</p>	<ul style="list-style-type: none"> <li>• Course exams</li> <li>• Research papers illustrating ability to apply concepts and utilize research</li> <li>• Business Plan</li> <li>• Marketing in the Media presentations (current events reported and applied to concepts)</li> </ul>	<ul style="list-style-type: none"> <li>• BUS 221</li> <li>• MGT 113</li> <li>• MKT 115</li> <li>• MGT 115</li> </ul>
<p>3. Understand how one's behavior and presentation are key indicators to society as to one's ethical position and professionalism</p>	<ul style="list-style-type: none"> <li>• And use of oral presentation rubric</li> <li>• Research papers supporting the importance of presentation</li> </ul>	<ul style="list-style-type: none"> <li>• BUS 221</li> <li>• MKT 115</li> <li>• MGT 113</li> <li>• MGT 115</li> </ul>
<p>4. Recognize the importance of diversity in our society and respect and support diversity in the workplace.</p>	<ul style="list-style-type: none"> <li>• Case studies</li> </ul>	<ul style="list-style-type: none"> <li>• MGT 253</li> <li>• MGT 113</li> <li>• BUS 101</li> </ul>

## General Education Competencies

Upon completion of the Business Associate Degree Programs and in addition to the above mentioned program objectives:

- 1) Students will read, write, listen and use verbal skills to organize and communicate information and ideas in personal and group settings (Communication).
- 2) Students will demonstrate mathematical principles and scientific reasoning by applying appropriate methods to the inquiry process (Mathematical and Scientific Reasoning).
- 3) Students will identify, evaluate and analyze evidence to guide decision making and communicate his/her beliefs clearly and accurately (Critical Thinking).

## General Education Competencies Assessment Plan

General education competencies are measured with multiple tools.

The following **Curriculum Map** outlines those measurement tools and courses in which the general education competencies are presented and/or measured:

General Education Competencies	Measurement Tools	Courses In Which General Education Competencies Are Presented and/or Measured
<p><b>Communication</b></p> <ol style="list-style-type: none"> <li>1. Present ideas in writing.</li> <li>2. Present ideas orally according to standard usage.</li> <li>3. Demonstrate application of information technology.</li> </ol>	<ul style="list-style-type: none"> <li>• CAAP</li> <li>• CAT</li> <li>• Class Presentations</li> <li>• Exams</li> </ul>	<ul style="list-style-type: none"> <li>• ACS 100</li> <li>• COM 102</li> <li>• CIS 101</li> <li>• ENG 102</li> <li>• ENG 104</li> <li>• ENG 299</li> <li>• Lab Science Elective</li> <li>• Social Sciences/ Humanities Elective</li> </ul>
<p><b>Mathematical and Scientific Reasoning</b></p> <ol style="list-style-type: none"> <li>4. Demonstrate mathematical principles.</li> <li>5. Demonstrate scientific reasoning.</li> <li>6. Apply scientific</li> </ol>	<ul style="list-style-type: none"> <li>• CAAP</li> <li>• Exams</li> <li>• Discussion Posts</li> <li>• CATs</li> </ul>	<ul style="list-style-type: none"> <li>• BUS 103</li> <li>• MATH 101</li> <li>• ACCT 111</li> <li>• ECON 251</li> <li>• ECON 252</li> <li>• ENG 299</li> <li>• Lab Science Elective</li> </ul>

methods to the inquiry process.		
<b>Critical Thinking</b> 7. Read and analyze complex ideas. 8. Locate, evaluate and apply research information. 9. Evaluate and present well-reasoned arguments.	<ul style="list-style-type: none"> <li>• CAAP</li> <li>• Research paper</li> </ul>	<ul style="list-style-type: none"> <li>• ACS 100</li> <li>• CIS 101</li> <li>• COM 102</li> <li>• ECON 251</li> <li>• ECON 252</li> <li>• ENG 299</li> </ul>

### Overview

The Business Administration assessment plan follows one Business cohort from first semester (fall) through graduation.

