**Continuous Improvement Plan Report to be Completed in Years 2/4 of Program Review Cycle**

**Date: 11/12/24 Name of Program: Business Management**

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**Table 1: CIP Student/Program Level Learning Outcomes Targeted for Improvement, Description of Assessment Measure(s) and Targets Levels of Success Table (focus on at least one student/program level outcome for the next two years)**

**Description of Fields in CIP Table 1:**

**A. Student Learning Outcome(s)** -Results expected in this program (e.g., students will be able to compare/contrast conflict and structural functional theories). Outcomes must be quantifiable and measurable.

**B. Assessment Measure(s)** –Assessmentinstrument(s)/process(es) used to measure results (e.g., embedded test questions 6 & 7 from final exam)

**C. Targeted Level(s) of Success** -Level of success expected (e.g., X% of students will score at least Y on the indicated assessment)

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| 1. **Student/Program Level Learning Outcome(s)**   **Targeted for Improvement**  (e.g., “Students will be able to…”) | **B. Description of Assessment Measure(s)**  (Assessment instrument(s)/process(es) used to measure results - Include course in which assessment will be given) | **C. Targeted Level(s) of Success**  (e.g., X% of students will score at least Y on the indicated assessment.) |
| PLO 1: Identify key industry and external strategic issues. | Students in the capstone course BMGT 2341-(Strategic Management) are tasked to identify and explain key issues in the You Make the Decision – Movie Exhibition Industry. Case Study focused on an particular organization. Issues related to communication, human resources, and management exist in the Case Study to identify and address the impact on the organizational strategy. | 80% of BMGT 2341 students score 70% or better on the BMGT 2341 You Make the Decision – Movie Exhibition Industry Case Study Assessment. |
| PLO #2: Analyze the internal aspects of the business environment. | Students in the capstone course BMGT 2341-(Strategic Management) are tasked to identify, describe, and analyze multiple internal stakeholder perspectives (ex: departmental, chief executive officer, board of directors) in the Video Case Study focused on Toyota. | 80% of BMGT 2341 students score 70% or better on the BMGT 2341 Video Case Study – Toyota Assessment. |
| PLO 3: Formulate business level strategy capitalizing on competitive advantage. | Students in the capstone course BMGT 2341-(Strategic Management) are tasked to analyze and evaluate Tesla in the You Make the Decision Case Study that presents a particular strategic issue. Based on these activities, students will decide on an action plan for the organization that addresses potential solutions. The action plan should be well-reasoned, supported by data, and consider the perspectives of key stakeholders. | 80% of BMGT 2341 students score 70% or better on the BMGT 2341 You Make the Decision – Tesla Case Study Assessment. |

**Add additional rows if necessary.**

**Table 2. CIP Student Learning Outcomes 1–3 (focus on at least one for the next two years)**

**Description of Fields in CIP Table 2:**

**A. Student/Program Level Learning Outcome(s) Targeted for Improvement** -Results expected in this program (e.g., Students will be able to compare/contrast conflict and structural functional theories). Outcomes must be quantifiable and measurable.

**B. Assessment Measure(s)** – **Assessment** Instrument(s)/process(es) used to measure results (e.g., embedded test questions 6 & 7 from final exam)

**C. Targeted Level(s) of Success** -Level of success expected (e.g., X% of students will earn a score of Y or greater on the embedded test questions)

**D. Description of Action Plan to Improve Learning** -Describe action(s) to be taken to improve student attainment of the indicated student/program level outcome. What will you do?

**E. Summary of Results/Data** - Summarize the information and data collected in year 1/3 when action plan was implemented.

**F. Findings** - Explain how the information and data has impacted the expected student learning outcome.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Student/Program Level Learning Outcome Targeted for Improvement #1**

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| 1. **Student/Program Level Learning Outcome Targeted for Improvement #1:**   PLO 2: Analyze the internal aspects of the business environment | |
| 1. **Assessment Measure(s):**   Students in the capstone course BMGT 2341-(Strategic Management) are tasked to identify, describe, and analyze multiple internal stakeholder perspectives (ex: departmental, chief executive officer, board of directors) in the Video Case Study focused on Toyota. | 1. **Targeted Level(s) of Success:**   80% of BMGT 2341 students score 70% or better on the BMGT 2341 Video Case Study – Toyota Assessment. |
| 1. **Description of Action Plan to Improve Learning:**  * Finalize new textbook adoptions across all sections of the six identified courses by Fall of 2025. * Faculty analysis of current Program Assessment Plan to discuss targeted level of success percentages and any PLO additions, deletions, adjustments. | |
| 1. **Summary of Results/Data:**   The following chart summarizes the assessment data from the past 2 years. In total, 74% - 86 out of the 116 students scored 80% or better.   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Fall 22 | Spring 23 | Summer 23 | Fall 23 | Spring 24 | Summer 24 | | Not offered | Sec 250 14/21 (67%)  Sec 251 9/13 (69%) | Sec 250 8/10 (80%) | Sec 900 18/24 (75%) | Sec 900 8/11 (73%)  Sec 901 19/24 (79%) | Sec 900 10/13 (77%) | | |
| 1. **Findings:**   The targeted level of success of 80% of BMGT 2141 students scoring 70% or better was not met. However, at 74%, students are performing well in comparison to the targeted level of success in other Workforce Programs. Surveying ten other programs, 8 have target levels of 70%, 1 has 75% and 1 has 80%. The targeted level of success would have been met in 8 other programs and only 1% short of meeting another.  Therefore, a major adjustment isn’t necessary but improvement towards 80% is warranted. Particularly with PLOs 1 & 2 meeting the 80% targeted level of success. A potential explanation for the lower success rate is the type of assessment. This video case assessment is minimally used throughout the program, only in BMGT 2311 & BMGT 2341. BMGT 1327 is a prerequisite for BMGT 2341. BMGT 1327 was not utilizing similar video case assessments which could also be contributing to the lower student performance.  The other two PLO assessments are case studies which are similar to assignments in other courses in the program. | |
| 1. **Implementation of Findings:**   In addition to the lack of consistently assignment video case assessments throughout the program, overall program feedback from students suggested a need to add more engaging content. Last year the program researched the content offerings from several publishers and the textbook committee decided to change adoptions in six courses to McGraw Hill Connect, including BMGT 2341. In addition to increased student engagement, this will provide a more consistent type and level of assessment throughout the program. | |

**Student/Program Level Learning Outcome Targeted for Improvement #2**

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| 1. **Student/Program Level Learning Outcome Targeted for Improvement #2:** | |
| **Assessment Measure(s):** | Targeted Level(s) of Success: |
| 1. **Description of Action Plan to Improve Learning:** | |
| 1. **Summary of Results/Data:** | |
| 1. **Findings:** | |
| 1. **Implementation of Findings:** | |

**Student/Program Level Learning Outcome Targeted for Improvement #3**

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| 1. **Student/Program Level Learning Outcome Targeted for Improvement #3:** | |
| 1. **Assessment Measure(s):** | 1. **Targeted Level(s) of Success:** |
| 1. **Description of Action Plan to Improve Learning:** | |
| 1. **Summary of Results/Data:** | |
| 1. **Findings:** | |
| 1. **Implementation of Findings:** | |

**Program Assessment Data Report**

**Program: Business Management Terms Data Collected: AY2023-2024**

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| Program-Level Learning Outcome- (From Assessment Plan) | Assessment Measure(s) and Where Implemented in Curriculum – (From Assessment Plan) | Target Outcome(s)- Level of Success Expected – (From Assessment Plan) | Assessment Results – (Provide data in a form related to targeted levels of success to left. Indicate if targeted level of success was met, partially met, or not met.) |
| PLO 1: Identify key industry and external strategic issues. | BMGT 2341 You Make the Decision – Movie Exhibition Industry Case Study Assessment | 80% of BMGT 2341 students score 70% or better | Targeted level of success was met  81% - 93 out of the 116 students scored 70% or better. |
| PLO 2: Analyze the internal aspects of the business environment | BMGT 2341 Video Case Study – Toyota Assessment | 80% of BMGT 2341 students  score 70% or better | Targeted level of success was not met  74% - 86 out of the 116 students scored 70% or better. |
| PLO 3: Formulate business level strategy capitalizing on competitive advantage | BMGT 2341 You Make the Decision – Tesla Case Study Assessment | 80% of BMGT 2341 students score 70% or better | Targeted level of success was met  80% - 92 out of the 116 students scored 70% or better. |
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**Add additional rows if necessary.**