**Assessment Plan**

**for Workforce and FOS Programs**

**Program/Track Name: AAS - Business Management: Business Management/Entrepreneurship Options**

**Description of Program-Level Learning Outcomes**

Please indicate the Program Learning Outcomes for the degree, degree track, or certificate below:

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| Program-Level Learning Outcomes |
| Program Learning Outcome 1: | Identify key industry and external strategic issues. |
| Program Learning Outcome 2: | Analyze the internal aspects of the business environment. |
| Program Learning Outcome 3: | Formulate business level strategy capitalizing on competitive advantage. |

**Section I: Technical Courses**

For **all technical courses** in the program, indicate in the table on the following page whether and/or how the course will support the program learning outcomes. You should include courses outside your discipline area and work collaboratively with those disciplines to determine whether and/or how those course(s) will support the program learning outcomes. **Please note** that it is understandable if courses from outside the discipline do not assess the program-level learning outcomes and serve only to introduce, practice and/or emphasize the program outcomes. It is also possible that technical courses outside of your discipline may not directly support the specific program-level learning outcomes you have identified.

***How to complete the program map:***

For each technical course in your program, please indicate whether any program-level learning outcome is introduced to students (I), practiced by students (P), emphasized for students (E), or formally assessed (A).

For example, if course WXYZ 1234 introduces students to one of the program outcomes, then enter “I” for that specific program outcome in the appropriate column. Please note that a course can be “I”, “P”, “E” and/or “A” in any program outcome. The labels in the following table apply SOLELY to the program level learning outcomes defined above. (It is NOT necessary for every course to address a program level learning outcome, and it is NOT necessary that Assessment or program level learning outcomes occur in every course.)

**Program Map ▼**

I=Introduced P=Practiced E=Emphasized A=Assessed

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| --- | --- | --- | --- | --- | --- |
| Program Courses | Program Learning Outcome 1 | Program Learning Outcome 2 | Program Learning Outcome 3 | Program Learning Outcome 4 | Program Learning Outcome 5 |
| BMGT 1307  |  | P, E  | P, E | I, P, E |  |
| BMGT 1327 | I, E | I, P, E | I, E | I, P, E | I, P, E |
| BMGT 1341 | I, P | P, E | I | I, P, E |  |
| BMGT 2303 |  | I, P, E | P, E | P |  |
| BMGT 1305 |  | P, E | I | I, P, E |  |
| BMGT 1344 | I, P | I, P, E | P, E | I, P |  |
| BMGT 2309 |  | I, P, E | I, P, E | I |  |
| HRPO 2307 | I | I, P | P, E | P, E | I, P, E |
| MRKG 1311 | I | I, P, E | I | I, P, E | I, E |
| HRPO 2301 | I, P | I, P, E |  | I, P, E |  |
| BUSG 2309 | I, P, E | P, E | P, E | P, E | I, E |
| BMGT 2311 | I | P, E | P, E | P, E | I, P, E |
| ACNT 1303 | I, P, E |  |  | I, P |  |
| BMGT 2341 (capstone) | A | P, E, A | E, A | P, E, A | P, E, A |

**Assessment Plan for Program Learning Outcomes**

Review existing assessment methods and current practices for collecting/gathering student data to identify direct (and possibly indirect methods of assessment). Remember that the data will need to be gathered, analyzed, and used to support the program’s continuous improvement processes.

**Note:** Because courses from other disciplines already have assessment plans in place, they do not have to be included in this assessment plan. Nonetheless, proposers must work collaboratively with these other disciplines to stay current and up-to-date with the assessment plans in these courses.

|  |  |  |
| --- | --- | --- |
| Program-Level Learning Outcome  | Assessment Measure(s) and Where Implemented in Curriculum – Description of Instrument(s)/ process(es) used to measure results and indication of where the assessment will be collected in curriculum. | Targets- Level of Success Expected |
| 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. |