**Date** 2012-13 **Name of Administrative or Educational t Unit:** \_E-Business Development\_\_\_\_\_\_

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**Mission:**

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| The E-Business Development Program prepares students to create websites and applications for the distribution of information, web-based tutorials, business presence, and e-commerce. This degree program offers tracks in e-business media, web development, mobile development and .NET development. Areas of study include web-based multimedia, web authoring. Internet commerce. web-based applications, mobile-based applications and business .NET applications. The degree can provide a broad business background and professional skills needed to succeed in a career in e-business. Two certificates are also offered, which can be applied toward the AAS degree. The certificates provide the knowledge to update certain job requirements. After successfully completing a certificate, students may continue to work toward an AAS degree in E-Business Development.  In deciding which track to pursue, consider your personal and professional interests |

**PART I: Might not change from year to year**

| A. Outcomes(s)  Results expected in this department/program | B. Measure(s)  The instrument or process used to measure results | C. Target(s) The level of success expected |
| --- | --- | --- |
| 1 Demonstrate professional and effective record-keeping (documenting) and communication skills | IMED 2311 Portfolio Rubric-Media Track  INEW 2330 –all other tracks | 80% of students will demonstrate competency with a cumulative score of 76% or higher |
| 2 Apply current best practices in web or mobile design including standards of accessibility and usability. | IMED 2311 Portfolio Rubric-Media Track  INEW 2330 –Comprehensive Software Project-all other tracks | 80% of students will demonstrate competency with a cumulative score of 76% or higher |
| 3 E-Media Track: Create and Publish standards-compliant web documents using current web development technologies. | IMED 2311 Portfolio Rubric-Media Track | 80% of students will demonstrate competency with a cumulative score of 76% or higher |
| 4 E-Commerce Track: Integrate E-Business concepts related to information technology, commerce, legal and ethical issues. | INEW 2330 –Comprehensive Software Project Rubric | 80% of students will demonstrate competency with a cumulative score of 76% or higher |
| .5 Mobile Development Track: Design and create applications for mobile devices using industry standard development tools and languages | INEW 2330 –Comprehensive Software Project Rubric | 80% of students will demonstrate competency with a cumulative score of 76% or higher |
| 6 .NET Development Track: Design and create .NET applications using .NET programming language(s) and development tools. | INEW 2330 –Comprehensive Software Project Rubric- | 80% of students will demonstrate competency with a cumulative score of 76% or higher |

**PART II: For academic year (enter year i.e. 2011-12)**

**From Part I**

| A. Outcomes(s)  Results expected in this department/program | D. Action Plan Years 5 & 2  Based on analysis of previous assessment, create an action plan and include it here in the row of the outcomes(s) it addresses. | E. Implement Action Plan  Years 1 & 3  Implement the action plan and collect data | F. Data Results Summary  Years 2 & 4  Summarize the data collected | G. Findings  Years 2 & 4  What does data say about outcome? |
| --- | --- | --- | --- | --- |
| 1 Demonstrate professional and effective record-keeping (documenting) and communication skills | 2010: Degrees and certificates will be revised in 2010-11.  2011-12. – Implemented revised degree plan. 2013-14 focusing on code documentation in all programming, markup, & scripting courses by having either a) an additional 15 minute segment on code documentation, or b) by making code documentation emphasized, required & assessed in a least one course project or lab. | Implement the action plan and collect data | 2010-11: Program has too many narrow degrees for the CIP and the college mission Goal is to prepare graduates for a broad array of entry level jobs in e-business..  2012-13: Benchmark data gathered Spring 2013. | Early curriculum tracking produces narrowly focused graduates with limited entry level job options.  2012-13: Students weakest area of performance is code documentation. |
| 2 Apply current best practices in web or mobile design including standards of accessibility and usability. | See Goal 1. | Implement the action plan and collect data | See Goal 1. | See Goal 1. |
| 3 E-Media Track: Create and Publish standards-compliant web documents using current web development technologies. | See Goal 1. | Implement the action plan and collect data | See Goal 1. | See Goal 1. |
| 4 E-Commerce Track: Integrate E-Business concepts related to information technology, commerce, legal and ethical issues. | See Goal 1. | Implement the action plan and collect data | See Goal 1. | See Goal 1. |
| .5 Mobile Development Track: Design and create applications for mobile devices using industry standard development tools and languages | See Goal 1. | Implement the action plan and collect data | See Goal 1. | See Goal 1. |
| 6 .NET Development Track: Design and create .NET applications using .NET programming language(s) and development tools. | See Goal 1. | Implement the action plan and collect data | See Goal 1. | See Goal 1. |