

ANNUAL INSTITUTIONAL EFFECTIVENESS REPORT

ACADEMIC YEAR 2017-2018



PROGRAM/DIVISION: BUSINESS

NAME OF DIVISION CHAIR: Professor Walter Price

BROAD INSTITUTIONAL GOALS SUPPORTED BY PLOS

(Check all that apply)

INSTITUTIONAL SLOS SUPPORTED BY PLOS

(Check all that apply)

- | | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | BIG 1 - Qualitative academic program |
| <input type="checkbox"/> | BIG 2 - Competent Faculty & Staff with opportunities for development |
| <input type="checkbox"/> | BIG 3 - Enhanced Enrollment Management |
| <input type="checkbox"/> | BIG 4 - Expand and stabilize the financial resources of the college |
| <input type="checkbox"/> | BIG 5 - Fiscal Stability & Financial Management |
| <input type="checkbox"/> | BIG 6 - Physical Plant/Grounds – Ensure adequacy & quality |
| <input type="checkbox"/> | BIG 7 - Public service & Visibility |
| <input type="checkbox"/> | BIG 8 - Student Access via Financial Aid |
| <input type="checkbox"/> | BIG 9 - Academic support Services/Research |
| <input type="checkbox"/> | BIG 10 Governance |



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|-------------------------------------|--|
| <input checked="" type="checkbox"/> | ILO- 1 Communication |
| <input checked="" type="checkbox"/> | ILO-2 Critical Thinking |
| <input checked="" type="checkbox"/> | ILO-3 Information & Technology Literacy |
| <input checked="" type="checkbox"/> | ILO-4 Global Awareness & Cultural Competence |
| <input type="checkbox"/> | ILO-5 Quantitative Literacy |
| <input type="checkbox"/> | ILO-6 Scientific Literacy |
| <input checked="" type="checkbox"/> | ILO-7 Personal Responsibility & Development |
| <input type="checkbox"/> | ILO-8 Spiritual Insights & Values |

PROGRAM/DIVISION MISSION

The SwCC Division of Business provides students with educational opportunities to acquire foundational knowledge and skills in business necessary for transfer to higher education to pursue an advanced degree in business or begin a business career in our global economy as an ethical, productive entrepreneur/business professional.

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PROGRAM LEVEL OUTCOMES MAPPED TO CURRICULUM

Program Level Student Learning Outcome(s)  Courses Within the Business Curriculum 	PLO 1 Graduates/Completers will be able to solve business problems using appropriate analytical techniques.	PLO 2 Graduates/Completers will be able to create well written documents on a business topic.	PLO 3 Graduates/Completers will be able to apply economic analysis to everyday problems in real world situations.
BUS131 Introduction to Business	I	I	I
BUS 133 Consumer Economics	I	I	I
BUS 134 Principles of Supervision	I	I	I
BUS 137 Small Business Management	I	I	I
BUS 138 Principles of Marketing	R	R	R
BUS 210 Internship	R	R	R
BUS 230 Principles of Management	R	R	R
BUS 232 Principles of Leadership	R	R	R
BUS 233 Principles of Accounting I	R	R	R
BUS 234 Principles of Accounting II	R	R	R
BUS 235 Business Law	R	R	R
BUS 236 Principles of Economics (Macro)	R	R	R
BUS 236 Principles of Economics (Micro)	R	R	R
BUS 239 Business Correspondence & Communications	R	R	R

I = Introduced, R = Reinforced, M = Mastery (Assessed)

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Program Level Student Learning Outcomes Mapped to Assessment Measures, Criteria for success, Findings, Use of Results (Action Plan)

Program Level Learning Outcome	Methodology of Assessment	Criteria for Success	Assessment Results	Use of Results to Improve Outcomes (Action Plan)
1. Graduates/Completers will be able to solve business problems using appropriate analytical techniques.	1. Direct Measure Comprehensive Exam (locally prepared) 50 m/c questions, 5 short answer questions BUS 230	75% of completers will demonstrate proficiency by scoring 75% or greater.	Target was Met 100% of completers scored 75% or greater. Strengths: Students successfully discussed the 4 functions of business management: planning, organizing, leading and controlling: Weaknesses: Students were challenged by applying management principles to the corporate organization structure.	Based Upon Assessment Findings, Program faculty will <ol style="list-style-type: none"> 1) Provide additional learning activities in which students are guided in applying principles of good management to real world cases. 2) Enhance learning activities by inviting volunteer business partners; i.e. Hewlett Packard to facilitate discussion groups. 3) Use videos of business vignettes on Youtube to engage and stimulate students. 4) Use Discussion Forum functionality of Schoology to give continuous practice in formulating opinions on contemporary business issues

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				debated in the media (use rubric to score responses.)
2. Graduates/Completers will be able to create well written documents on a business topic.	1. Direct Measure Embedded Assignment Create a Business Plan for small local business. BUS 131/BUS 232	75% of program completers will score a minimum score of 4 on a 5 point scale rubric. With 7 Primary Traits. (See rubric)	Target Not Met (Approaching) Average Mean Score 3.5 The mechanics of researching skills, developing, and writing for the business plan are still weak.	Based upon assessment findings, program staff Will 1. Give more time in detailed discussion of each element of the business plan. 2. Study good business plans in varied business ventures. 3. Workshop (constructively critique) business plan in groups to identify ways and means to improve the business idea or analyze data sets more comprehensively
3. Graduates/Completers will be able to apply economic analysis to everyday problems in real world situations.	1. Direct Measure Locally prepared 50 m/c questions BUS 236 Fall, 2017	80% of completers will score 80% or greater	Target Met N = 6 MAX 100% MIN 75% Aver 89%	Based upon assessment findings, program faculty will: 1. Continue to provide frequent opportunities for students to apply concepts learned to authentic life experiences. 2. Use Weekly

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				<p>Discussion orums in Schoology to keep students abreast of how the economics of the day impact their daily lives.</p>
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INITIATIVES FOR NEXT CYCLE WITH BUDGETARY IMPLICATIONS

Budget Increase Request: One (1) field trip & Supplies \$1,200.00

FOLLOWUP REPORT ON PREVIOUS CYCLE ACTION PLAN

Prior Period Learning Outcomes	Select Actions taken based on Prior Year Results (Select all that apply)	Describe Actions Taken Based upon Prior Year Results																		
<p>PLO 1 Graduatess/Completers will be able to solve business problems using appropriate analytical techniques</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Curriculum Change</td> <td style="width: 5%; text-align: center;">x</td> <td style="width: 45%;">Co-curricular Opportunities</td> </tr> <tr> <td>Financial Resources</td> <td></td> <td>Human Resources</td> </tr> <tr> <td>Course Revision</td> <td></td> <td>Services Change</td> </tr> <tr> <td>Pedagogical Change</td> <td style="text-align: center;">x</td> <td>General resources</td> </tr> <tr> <td>Stakeholder Feedback</td> <td></td> <td>Assessment Methodology</td> </tr> <tr> <td></td> <td></td> <td style="text-align: right;">x</td> </tr> </table>	Curriculum Change	x	Co-curricular Opportunities	Financial Resources		Human Resources	Course Revision		Services Change	Pedagogical Change	x	General resources	Stakeholder Feedback		Assessment Methodology			x	<ol style="list-style-type: none"> 1. Continuing efforts are being made to provide student-centered learning strategies to make progress toward higher order thinking skills. 2. Continue frequent formative assessments with immediate feedback moving the student toward mastery. 3. Students are encouraged to take advantage of services in the Center for Student Success.
Curriculum Change	x	Co-curricular Opportunities																		
Financial Resources		Human Resources																		
Course Revision		Services Change																		
Pedagogical Change	x	General resources																		
Stakeholder Feedback		Assessment Methodology																		
		x																		

OPERATIONAL GOAL: ENROLLMENT COMPLETION

OPERATIONAL GOAL: FACULTY ENGAGEMENT IN PROFESSIONAL DEVELOPMENT

100% of Faculty attended 90% of Scheduled Faculty Development Sessions

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OPERATIONAL GOAL: STUDENT SATISFACTION

Program Operational Outcome: 75% of Graduates/Completers will express satisfaction with the faculty, classes, instruction, program and services of the Business Division.

**Findings: 77% of Business Division Completers expressed satisfaction with courses in the department
80% of business Division Completers expressed interest in an expanded curriculum**

OPERATIONAL GOAL: STUDENT SATISFACTION

Program Operational Outcome: 100% of Program faculty will attend 90% of all faculty professional development workshops.

Assessment: Sign in sheet at professional development sessions

Findings: 100% of program faculty attended 100% of scheduled professional sessions.