Objective Details
Outcome 1: Career Focus Skills

11008 - Business Administration

Objective Details

<table>
<thead>
<tr>
<th>Objective ID: 803</th>
<th>Status: Complete</th>
<th>Objective Purpose: Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Upon successful completion of the Business Administration program, students will be able to demonstrate knowledge and skills necessary for careers in business.</td>
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<table>
<thead>
<tr>
<th>Planning Years</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-2014</td>
<td>07/01/2013</td>
<td>06/30/2014</td>
</tr>
<tr>
<td>2014-2015</td>
<td>07/01/2014</td>
<td>06/30/2015</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Planning Unit Goals</th>
<th>Objective Types</th>
<th>Planning Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are no records to display</td>
<td>There are no records to display</td>
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Institutional Goals

<table>
<thead>
<tr>
<th>Strategic Plan</th>
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<tbody>
<tr>
<td>5 Educational Engagement</td>
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</table>

Measures

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>07/21/2015</td>
<td>1A: Senior Exit Exam &lt;br&gt;Scores evaluated with a 100 point rubric.</td>
</tr>
<tr>
<td>07/21/2015</td>
<td>1B: Case Analysis &lt;br&gt;Case analysis (GB 450, Business Decisions) evaluated with a 20 point case analysis rubric, converted to 100 points for reporting in percent</td>
</tr>
</tbody>
</table>

Achievement Target

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>07/21/2015</td>
<td>1A: 80% of students, a divisional benchmark based on past performance of students, will score 75% or higher on the senior exit exam, a divisional benchmark for passing.</td>
</tr>
<tr>
<td>07/21/2015</td>
<td>1B: Case Analysis &lt;br&gt;80% of the students based on past performance of students, will score 75% or higher on the case analysis.</td>
</tr>
</tbody>
</table>

Findings

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>07/21/2015</td>
<td>1A: 92% (11 of 12) students passed the exit exam with an overall score of 79%. The target of 80% students passing the exit exam was exceeded by 12%, the same as the previous year. The students did well on the essay portion of exam that resulted in improvement in the expected outcome. The multiple choice questions were still a challenge to the students. Analysis of the findings indicated that achievement target exceeded by 12%. Although the passing rate exceeded expectations, the overall scores decreased by 6% on the multiple choice portion of the exam in comparison to previous year (AY 2013-2014).</td>
</tr>
<tr>
<td>07/21/2015</td>
<td>1B: 86% (19 of 22) students scored 80% or higher on case analysis evaluated with a 20 point rubric converted to 100 points for reporting as percentage. The target was met and exceeded by 6% although there were still some weaknesses in the multiple choice area.</td>
</tr>
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</table>
**Use of Results**

<table>
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<tr>
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<tbody>
<tr>
<td>07/21/2015</td>
<td>1A: The Division increased the frequency of exit exam schedule from three (3) times per semester to (4) times per semester to accommodate students meeting the study sessions for the exam which has resulted in a 12% increase in passing the exit exam requirement than in AY 2013-2014.</td>
</tr>
<tr>
<td>07/21/2015</td>
<td>1B: Analysis of the findings indicated that the achievement target was met. Three (3) students who performed below the benchmark on the case analysis in GB 450 (Business Decisions) were required to attend four (4) writing lab sessions under the supervision of the College writing lab staff for improving their writing skills. As a result of attending the writing lab for additional writing assistance, the overall score of the students improved by 5%. Students are still being provided study guides and interactive instruction on analyzing cases and writing reports. Faculty provide sample case guides to assist students for continuous improvement.</td>
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</table>

**Action Plan**

1A. Based on findings and analysis of data, the business faculty considered an action plan for continuous improvement. The plan (1) reviewed the comments provided by exam administrator, monitors and students concerning exam process improvement, (2) recommendation were approved to add additional material to student study guide. Students will be required to attend the College’s writing lab for practice sessions. Business faculty will increase the number of writing assignments across the curriculum, and (3) the results will be used to help underperforming students by arranging study sessions and giving study guides to improve their exam taking skills.

| Start Date: 03/19/2015 | Type: Departmental | Priority: High | Due Date: 06/30/2016 | Completion Date: 03/19/2015 | Status: In Progress |

1B. Based on findings and analysis of data, faculty met to review instructional policy and curriculum of GB 450 (Business Decisions) to improve students' fundamental knowledge and skills necessary for tackling cases for analysis and writing conclusions and recommendations. Students are being provided with study guides and interactive instruction on analyzing cases and writing reports. Faculty will provide sample case guides to assist students for continuous improvement.

| Start Date: 03/19/2015 | Type: Departmental | Priority: Medium | Due Date: 06/30/2016 | Completion Date: 06/30/2016 | Status: In Progress |

**Cyclical Reporting**

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<tr>
<td>07/21/2015</td>
<td>1A: The overall average score of students on exit exams decreased by 5% (78%) in AY 2014-2015 compared to AY 2013-2014 (84%) due to the decline on scores on the multiple choice portion of the exam.</td>
</tr>
<tr>
<td>07/21/2015</td>
<td>1B: The overall target score of 70% or higher on case analysis was increased by 10% from the AY 2013-2014 to 80% for the AY 2014-15. The AY 2014-15 score exceed the target score by 6%.</td>
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