

CENTRAL NEW MEXICO COMMUNITY COLLEGE
ASSESSMENT REPORT
Due to SAAC by October 15

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information:			
Fall 2016-Spring 2017	Francis Heise	fheise@cnm.edu	224-4000 Ext 50235
Academic Year	Contact Person	Email	Phone Number

Subject of this Assessment Report:		
Program: Retail Management <input checked="" type="checkbox"/> Certificate <input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS	Gen Ed Area: _____ Applicable to: <input type="checkbox"/> AA/AS <input type="checkbox"/> AAS	Discipline Area: _____

PART 2: THE YEAR IN RETROSPECT

Program/Area Highlights (Including, wherever applicable, course completion, job placement, and licensing examination information)
Please note this is a brand new program that just began in the Summer of 2017.

Changes Made in Support of Student Learning
This is the first year we will be assessing this certificate.

PART 3: REPORT ON RECENT ASSESSMENT OF STUDENT LEARNING

Student Learning Outcome(s) Assessed: <i>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</i>	Classes/Cohorts Assessed:
1. Comprehend and compose business documents. 2. Demonstrate effective communication skills and behaviors that maximize the consumer experience. 3. Interact with business contacts and coworkers in a professional manner while accepting and delivering constructive feedback.	BA 2236, Retail Management

- 4. Identify and apply relevant information to set goals, perform job-related tasks, and make ethical business decisions.
- 5. Explain the flow of goods and services in a retail environment and recognize the cause and effect of issues in the supply chain.
- 6. Apply math skills to calculate, interpret, and analyze financial information to make business decisions.

Measurement Tool(s) Used:	Enter X's for type of tool				Initial Achievement Target or Expectation:
	Internal	External	Direct	Indirect	
<i>To add rows: right –click in cell below and select “Insert,” “Insert Rows Above”</i>					
Final Project	X		X		80% of students completing 80% or higher

Assessment Findings:		
Final Team Project Data		
Certificate is just starting so there is no information to report at this time.		

Analysis and Interpretation of Assessment Findings:
Final Team Project Analysis
Certificate is just starting so there is no information to report at this time.

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Action Plan in Support of Student Learning:
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<u>Final Team Project Action</u> Certificate is just starting so there is no information to report at this time.
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Please indicate with an X all of the following that characterize the types of changes described in the above action plan:

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Pedagogical change | <input checked="" type="checkbox"/> Course revision | <input type="checkbox"/> Process revision | <input type="checkbox"/> Curricular revision |
| <input type="checkbox"/> Budgetary reallocation | <input type="checkbox"/> Faculty training/development | <input type="checkbox"/> Assessment criteria revision | <input type="checkbox"/> Assessment methodology revision |

Recommendations, Proposals, and/or Funding Requests:

None at this time.

PART 4: ASSESSMENT CYCLE PLAN UPDATE

Cycle Years:	Plan Description:
2016-2021	This assessment plan measures the skills identified by the program as necessary for success of our students in the workplace. The measurement tools are an accurate reflection of a student's learning outcomes identified by the plan.
Critical Thinking and Life Skills/Teamwork Development within Programs:	
a) Please describe how Critical Thinking assessment is embedded within your program assessment.	
b) Please describe how Life Skills/Teamwork assessment is embedded within your program assessment.	
a) Critical Thinking skills are needed to complete the final project. These skills are assessed in this project.	
b) Teamwork is a key component of the Retail Management course and is one of the skills where this is assessed. Team based projects are also used in many of the other courses in this certificate.	

Student Learning Outcomes:	When Measured:	Where Measured:	How Measured:
1. Comprehend and compose business documents.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
2. Demonstrate effective communication skills and behaviors that maximize the consumer experience.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
3. Interact with business contacts and coworkers in a professional manner while accepting and delivering constructive feedback.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
4. Identify and apply relevant information to set goals, perform job-related tasks, and make ethical business decisions.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
5. Explain the flow of goods and services in a retail environment and recognize the cause and effect of issues in the supply chain.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
6. Apply math skills to calculate, interpret, and analyze financial information to make business decisions.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
7. Determine techniques needed to promote products and services.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
8. Apply technology-based business applications where relevant.	Fall 2016-Spring 2021	BA 2236, Retail Management	Final Project
9.			
10.			