

CNM ANNUAL STUDENT LEARNING ASSESSMENT REPORT

Due to the Student Academic Assessment Committee by October 15



PART 1: REPORT INFORMATION

Report Year and Contact Information			
2018-2019	Ben White	Bwhite37@cnm.edu	X 50820
Academic Year	Contact Person	CNM Email	CNM Office Extension
Subject of this Report			
BIT--BA_CERT--Business Administration Certificate			

PART 2: CONTEXT IN WHICH THE ASSESSMENT TOOK PLACE

Program/Area Highlights and Successes
(Wherever applicable, include course completion rates, job placement outcomes, and licensing examination pass rates. See the program information dashboard at https://livecnm.sharepoint.com/sites/Dashboards/SitePages/Program%20Information%20Dashboard.aspx (access restricted to CNM employees) and other reports at https://www.cnm.edu/depts/opie .)
For the fiscal year 2018-19, of the 107 declared students for the Business Administration Certificate 70 earned the certificate.
Changes Implemented During the Past Year in Support of Student Learning
No significant changes were made in this assessment period.

PART 3: REPORT ON ASSESSMENT OF STUDENT LEARNING

Assessment Method	Type of Assessment Tool	Population or Course(s) Assessed	Graduate Learning Outcome(s) Assessed	Mastery Level (E.g., "Minimum score of 3 on a rubric scaled 0-4" or "Minimum score of 75%")	Targeted % Achieving Mastery	Outcome
Marketing Plan	Direct & Internal	BA 2222, Principles of Marketing	Develop marketing strategies	80% of students completing 81% or higher	64%	Target not met

Team Project	Direct & Internal	BA 1131, Business Professionalism	Recognize and demonstrate effective teamwork skills	80% of students completing 81% or higher	84%	Target met
Innovation Project	Direct & Internal	BA 1101	Research and use data to effectively evaluate and solve business problems.	80% of students completing 81% or higher	70%	Target not met
Common Final Exam	Direct & Internal	Acct 1210, Introduction to Managerial Accounting	Identify managerial accounting concepts for use in business decision-making.	Students will average 71% on the common final exam	71%	Target met
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Summary of Assessment Findings

Outcome 1: BA 2222 Marketing Plan; Mastery Target of 80% was not met; only 23/36 students (64%) earned an 81% or better

Outcome 2: BA 1131 Team Project; The Mastery Target of 80% was met; 224/268 students earned 81% or better

Outcome 3: BA 1101 Innovation Project; The Mastery Target of 80% was not met; only 271/388 (70%) students earned 81% or better

Outcome 4: The mastery target of 71% was met. The average Final Exam grade for Acct 1210 was 71.32%

Interpretation of Assessment Findings

Outcome 1: BA 2222 Marketing Plan; 83% of all students pass the course with a 71% or better, so results indicate a minority of students (17%) are not understanding and/or are not applying the marketing principles to the assignment; ultimately causing the target goal to not be met.

Outcome 2: BA 1131 Team Project| Target met; results indicate all instructors are focusing students on the soft skills to successfully complete the team project.

Outcome 3: BA 1101 Innovation Plan Project; analysis of the Innovation Plan results indicate instructors are assigning different levels of percentages/points to the assignment. Many students are accepting lower (yet passing) course grades by completing a bare minimum or opting out of the assignment altogether. This is a programmatic concern and will be addressed in subsequent years.

Outcome 4: Acct 1210 Final Exam; results show that this target was met. For the third year in a row, this target was met. There was a complete re-evaluation/re-write of the Acct 1210 Final Exam in Fall 2016. The Acct 1210 Final Exam continues to be reviewed to ensure that this measurement tool is doing a good job of assessing the students understanding of the course material.

Action Plan in Support of Student Learning (Describe changes to be made that are based at least in part on the assessment interpretation. If the assessment did not yield useful information, describe changes to be made in the assessment methodology and/or criteria.)

Outcome 1: The BA 2222 Marketing owners will analyze the project results to determine if any trends exist so improvements can be made in future assessments.

Outcome 3: The BA 1101 (in the future this will be BUSA 1110) Introduction to Business course owners will create a rubric to specifically identify areas of the Innovation Plan that are not meeting the Student Learning Objectives and prioritize classroom procedures to focus on those areas and maximize student learning opportunities.

Outcome 4: The Acct 1210 sub-team will continue to monitor the results of the revised Acct 1210 common final exam over the next assessment cycle, making any changes needed before the Acct 1210 common final exams are given for Fall 2019.

Please select all of the following that characterize the types of changes described in the above action plan:

- Assessment criteria revision
- Budgetary reallocation
- Curricular Revision
- Assessment methodology revision
- Change in teaching approach
- Faculty training/development
- Assignment revision
- Course content revision
- Process revision

Recommendations, Proposals, and/or Funding Requests	Budget Needed
n/a	Click or tap here to enter text.

PART 4: REMAINING YEARS IN CURRENT ASSESSMENT CYCLE PLAN (including any revisions) – **OR -- UPCOMING ASSESSMENT CYCLE PLAN** (if this was the final year)

Years of Full Cycle	Next Year's Assessment Focus (Describe how the next planned assessment is expected to provide information that can be used toward improving student learning.)
2016/2017 – 2020/2021	This plan is used to assess the AA in Business degree so to provide a consistent process for documenting and reporting outcome results and actions taken as a result of this assessment.

Graduate Learning Outcomes to Be Assessed	Years in which Assessment Is Planned	Population/Courses to Be Assessed	Planned Assessment Approach
Business Certificate Completion	2019-2020	Click or tap here to enter text.	Click or tap here to enter text.
Develop Marketing Strategies	2019-2020	BA 2222 Marketing	Post-graduate surveyys and information from transfer institutions
Recognize and demonstrate effective teamwork skills	2019-2020	BA 1131 Business Professionalism	Team Project
Research and use data to effectively evaluate and solve problems in a business environment	2019-2020	Busa 1110	Innovation Project
Identify managerial accounting concepts for use in business decision-making	2019-2020	Acct 2120, Principles of Accounting II	Common Final Exam
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