

**Assurance of Student Learning
2019-2020**

Gordon Ford College of Business

Business Core Competencies Certificate

0484

Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.

Student Learning Outcome 1: Students will be able to demonstrate fundamental competency in the business areas of management, accounting, finance, information systems, marketing, economics and Excel.

Instrument 1	Too few students to assess.
Instrument 2	
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	Met	Not Met
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Student Learning Outcome 2: Students will be able to apply accounting and finance principles in the business context, including statement preparation and analysis, budgeting, and planning

Instrument 1	Too few students to assess.
Instrument 2	
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	Met	Not Met
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Student Learning Outcome 3: Students will be able to demonstrate understanding of broad business concept applications in two discipline-specific areas which may include marketing, organizational behavior, data analytics, and/or economics.

Instrument 1	Too few students to assess.
Instrument 2	
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.	Met	Not Met
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Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)

Due to limited enrollment in the program, we were unable to evaluate the results. We will conduct a comprehensive review of this program to assess viability.

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Student Learning Outcome 1			
Student Learning Outcome	Students will be able to demonstrate fundamental competency in the business areas of management, accounting, finance, information systems, marketing, economics and Excel.		
Measurement Instrument 1	NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.		
Criteria for Student Success	Students are expected to perform at or above “Satisfactorily Meets” standards on customized rubrics.		
Program Success Target for this Measurement	80% of students	Percent of Program Achieving Target	
Methods			
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	

Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.			Met
			Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
Due to low enrollment in this certificate program, we were unable to assess student learning.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
We will perform a comprehensive review to determine the viability of the program.			

Student Learning Outcome 2

Student Learning Outcome	Students will be able to apply accounting and finance principles in the business context, including statement preparation and analysis, budgeting, and planning.		
Measurement Instrument 1	NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.		
Criteria for Student Success	Students will successfully complete a professional business presentation, demonstrating appropriate oral communication techniques (preparedness, voice quality, polished body language) supported with high quality visual aids.		
Program Success Target for this Measurement	Score of 80% or better	Percent of Program Achieving Target	100%
Methods	Students are required to work in teams, complete a team assignment, and make a formal presentation for evaluation.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.			Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			Not Met
Due to low enrollment, we were not able to evaluate the student learning outcomes.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
We will conduct a comprehensive review of this program to determine viability.			

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Student Learning Outcome 3			
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Student Learning Outcome	Students will be able to demonstrate understanding of broad business concept applications in two discipline-specific areas which may include marketing, organizational behavior, data analytics, and/or economics.
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Measurement Instrument 1	NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required.
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Criteria for Student Success	Students case analysis papers.
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Program Success Target for this Measurement		Percent of Program Achieving Target	
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Methods	
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Measurement Instrument 2	
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Criteria for Student Success	
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Program Success Target for this Measurement		Percent of Program Achieving Target	
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Methods	
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Measurement Instrument 3	
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Criteria for Student Success	
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Program Success Target for this Measurement		Percent of Program Achieving Target	
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Methods	
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Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.	Met	Not Met
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Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) Due to low enrollment, we were unable to evaluate student learning outcomes.
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Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)

We will conduct a comprehensive review of the program to determine viability.