

Associate of Science in Business

Program / Student Learning Outcomes: What Will I Learn?

Select an outcome statement to see the related measures and results.

Graduates of the Associate of Science in Business will be able to:

1. Demonstrate effective oral and written communication skills.
2. Demonstrate a fundamental comprehension of the principles of accounting, business law, computers, management, and marketing.
3. Demonstrate a basic comprehension of the principles of macroeconomics, microeconomics, and statistics.
4. Apply quantitative fundamentals to solve business-related problems.
5. Demonstrate a comprehension of diverse cultural heritage, interpersonal relationships, the relationship between business and society, and personal values to make intelligent and discerning judgments.
6. Demonstrate a proficiency in computer applications used in business.

This program closed for new enrollments in January 2016.

Assessment Methodology
Metrics, Assessments, and Levels of Achievement

The table below provides a brief overview of the measures selected to assess program outcomes for the Associate of Science in Business program. Assessment of program outcomes includes both direct and indirect measures. Benchmarks have been established to differentiate between three levels of program outcome achievement (highly achieved, meets standard, and needs improvement). These three levels of achievement are color coded and used in the section below to indicate the level of achievement for each measure, for each learning outcome.

Metric Type	Direct Measures	Indirect Measures	
Assessments	Capstone Course	Exit Alumni Survey	One-Year Post-graduation Alumni Survey
Metrics	The percentage of the BUS 295 students who receive a grade of 2 (out of 3) or higher on the Capstone Rubric for its designated program outcome.	The mean of the graduates' perceptions of their achievement of the related program outcomes (on a 6-pt Likert-type scale).	The mean of the graduates' perceptions of their achievement of the related program outcomes (on a 6-pt Likert-type scale).
Highly Achieved	≥ 85%	Mean ≥ 5%	
Meets Standard	70 - 84%	4.0 - 4.99	
Needs Improvement	< 70%	Mean < 4	

Note: The results of the one year post-graduation survey are used as a reference to provide a longitudinal perspective on students' attainment of program (student) outcomes.

Key:

Result

N

Program Outcome Achievement Results

May 2015 Term to March 2016 Term

Program / Student Learning Outcome 1

Demonstrate effective oral and written communication skills.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 295 Integrated Business and Management Assessment	100%	Exit Survey	5.38*
	n = 4		n = 8
		One-Year Survey	**
			n/a

Program / Student Learning Outcome 2

Demonstrate a fundamental comprehension of the principles of accounting, business law, computers, management, and marketing.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 295 Integrated Business and Management Assessment	100%	Exit Survey	*
	n = 4		n = 4
		One-Year Survey	**
			n/a

Program / Student Learning Outcome 3

Demonstrate a basic comprehension of the principles of macroeconomics, microeconomics, and statistics.

Direct Measure		Indirect Measure	

Capstone Rubric BUS 295 Integrated Business and Management Assessment	100%	Exit Survey	5.38*
	n = 4		n = 8
		One-Year Survey	**
			n/a

Program / Student Learning Outcome 4

Apply quantitative fundamentals to solve business-related problems.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 295 Integrated Business and Management Assessment	100%	Exit Survey	5.50*
	n = 4		n = 8
		One-Year Survey	**
			n/a

Program / Student Learning Outcomes 5

Demonstrate a comprehension of diverse cultural heritage, interpersonal relationships, the relationship between business and society, and personal values to make intelligent and discerning judgements.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 295 Integrated Business and Management Assessment	100%	Exit Survey	5.75*
	n = 4		n = 8
		One-Year Survey	**
			n/a

Program / Student Learning Outcomes 6

Demonstrate a proficiency in computer applications used in business.

Direct Measure		Indirect Measure	
Capstone Rubric BUS 295 Integrated Business and Management Assessment	100%	Exit Survey	5.75*
	n = 4		n = 8
		One-Year Survey	**
			n/a

*There were not enough responses to the Exit Survey during FY2016 (need a minimum of 5 responses), data reflects responses between 2012-2016.

**There were insufficient responses to the one-year postgraduate survey during FY2016 (need a minimum of 5 responses).