

Butler County Community College

# Assessment of Student Learning Outcomes in the Business Division

2015-2017

Student Learning Outcomes Assessment—Business 2015-2017

Program	Intended Learning Outcome (ILO)	Means of Assessment & Success criterion	Results/Findings	Analysis and Action Taken
<p><b>Accounting (301)</b></p>	<p>ILOC #4 The student/graduate will be able to complete computerized accounting cycle tasks and reports using general ledger accounting software.</p>	<p>Students are assessed utilizing scores on the final comprehensive project prepared using a computerized Accounting program in ACCT 221.</p> <p>At least 80% of the students will achieve a score of 91% or greater on the project.</p>	<p>Scores were assessed for seven Accounting majors enrolled in ACCT 221 in the fall of 2015. One student achieved the mastery level score of 91%. The average score for all seven students was 74%. One score of 17% greatly affected the average. When this score is excluded, the average is 83%. The success criterion is not met.</p>	<p>The Program Assessment Contact reviewed the data and notes that the assessment project is adequate, but the 91% score at mastery level is too high. The PAC recommended the success criterion be changed to: 75% of students will achieve a score of 70% or higher. The PAC also indicated that faculty was considering online vs hybrid offerings of the course in which this outcome is assessed. It was suggested that program faculty review this ILOC and the recommendations as part of an analysis of all program competencies and their timelines.</p> <p>Data will be collected again during the next cycle.</p> <p>This program began its intensive program review in the fall of 2016. This intensive review involves reviewing all of the program outcomes, the means of assessment for each, the success criterion for each, the timelines for assessment and the use of results. The</p>

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				<p>full-time accounting faculty, along with the Dean of the Business Division, reviewed the existing program assessment plan matrix and competencies and determined the program outcomes are appropriate to the discipline. However, the following changes are under review to the assessment process:</p> <p>The success criterion on all ILOCs will reflect an adequate level of competency which is defined as (75% will achieve a score of 70% or higher).</p> <p>Further outcomes of the program review include:</p> <ul style="list-style-type: none"> <li>• Revise and evaluate the program's intended learning outcomes in 2017-2018.</li> <li>• Include MS Excel as part of the program requirement and consider including BUSN 244 as part of the program requirements</li> <li>• Consider new methods of course delivery, texts and available software to</li> </ul>
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				<p>provide best learning opportunities for students to achieve stated learning outcomes.</p> <ul style="list-style-type: none"><li>• Pursue continuing education opportunities for the faculty to provide up-to-date and relevant course content to the students (full-time faculty)</li><li>• Explore additional use of professional tutors</li><li>• Install additional whiteboards in one of the Cranberry classrooms with the intention of the accounting courses using this classroom</li></ul>
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<p><b>Business Administration (205)</b></p>	<p>ILOC #3 The student/graduate will be able to apply analytical skills to a business situation.</p>	<p>Students are assessed based on a comprehensive exam given at the end of the semester in BUSN 219.</p> <p>At least 70% of students will achieve a score of 70% or higher.</p>	<p>Three sections of BUSN 219 were assessed in the fall of 2015. There were 29 scores included for three separate assignments. Section 1 utilized a comprehensive final exam with problem solving and application programs. The results indicate that 6 students out of 23 or 26% scored above the minimum. Section 2 utilized a comprehensive project. Three (3) out of 3 students or 100% scored above the minimum. Section 3 utilized a case study, problem-solving exam. Three (3) out of 3 students or 100% scored above the minimum.</p> <p>Two of the three sections met the criterion. One section did not. The criterion is not met.</p>	<p>The Program Assessment Contact reviewed the data and notes that the intended learning outcome is adequate. The PAC notes that while the three assessments methods are all valid, the faculty should consider meeting to determine if a common assessment would be of benefit.</p> <p>It is suggested that program faculty review this ILOC and the recommendations as part of an analysis of all program competencies and their timelines.</p> <p>Data will be collected again during the next cycle.</p>
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<p><b>Business Management (302)</b></p>	<p>ILOC #3 The student/graduate will be able to apply business leadership principles and concepts to various managerial situations.</p>	<p>Students are assessed based on a comprehensive final exam in BUSN 221.</p> <p>At least 75% of students will achieve a score of 70% or greater on the final exam.</p>	<p>Four sections of BUSN 221 were assessed in the fall of 2015. There were 15 scores included for majors. The results indicate that twelve out of fifteen (80%) of students achieved a score above the minimum.</p> <p>The outcome was assessed again in the fall of 2016. There were 25 scores included. The results indicate that 24 out of 25 (96%) of students achieved a score above the minimum.</p> <p>The success criterion is met.</p>	<p>The Program Assessment Contact reviewed the data and recommends combining data from multiple sections to increase the sample size. The PAC also recommends comparing the scores of program majors against scores of other majors in the course. The PAC notes that each section is utilizing a different exam but does not recommend a common exam.</p> <p>It is suggested that program faculty review this ILOC and the recommendations as part of an analysis of all program competencies and their timelines.</p> <p>Data will be collected again during the next cycle.</p>
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<p><b>CIS/Computer Forensics (315)</b></p>	<p>ILOC # 2: The student/graduate will be able to apply computer forensic processes using the appropriate forensics software and hardware to a complex case.</p>	<p>Students are assessed utilizing scores on a comprehensive final project in Digital Forensics II (COMP 270).</p> <p>At least 80% of students will achieve a score of 70% or greater</p>	<p>Ten students were assessed in COMP 270 B01 in 2011. The assessment results indicated that seven out of ten or 70% of students in the CIS/Computer Forensics &amp; Security program scored 70% on the final project. An analysis of students who did not meet the success criterion reveals that two of the three students who did not meet the minimum score each achieved a score of 69%, missing the minimum score by 1 percentage point.</p> <p>This outcome was assessed again in the spring of 2017. The means of assessment was the Final Project in COMP 270 Digital Forensics II. Four students in the major completed the course and the final project. Three of the four students or 75% received a score of 70% or higher.</p> <p>The success criterion is not met.</p>	<p>The Program Assessment Contact for this program has evaluated the means of assessment and the assessment results and believes the success criteria and measurement tool are sufficient and relevant. It is noted that the sample size is small, and it is recommended that data be collected each year from this course.</p> <p>This program began its intensive program review in the spring of 2017. This intensive review involves reviewing all of the program outcomes, the means of assessment for each, the success criterion for each, the timelines for assessment and the use of results. The program review process will continue in the fall of 2017.</p>
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<p><b>CIS/Network Administration (303E)</b></p>	<p>ILOC #2 The student/graduate will be able to illustrate essential computer skills in system security, network infrastructure, access control, and organizational security.</p>	<p>Students are assessed utilizing scores on a comprehensive final exam on COMP 277.</p> <p>At least 80% of students will achieve a score of 75% or higher on the final exam.</p>	<p>One section of COMP 277 was offered in the fall of 2015, with six program majors enrolled in this course. Three (3) out of six (6) majors or 50% achieved the minimum criterion.</p> <p>The success criterion is not met.</p>	<p>The Program Assessment Contact reviewed the data and believes this outcome is extremely relevant to the practicing world. The PAC notes the small sample size and low scores of a few students and recommends assessing again the next time the course is offered to increase the data set.</p> <p>It is suggested that program faculty review this ILOC and the recommendations as part of an analysis of all program competencies and their timelines.</p>
<p><b>CIS/ Computer Support Specialist (303A)</b></p>	<p>ILOC #4- The student/graduate will be able to illustrate essential computer skills by managing, maintain, troubleshooting, installing, and configuring basic network infrastructure.</p>	<p>Students are assessed utilizing the final exam in Data Comm. &amp; Networking (COMP 211), which is based on CompTIA N+ certification level questions.</p> <p>At least 80% of the students will earn a 75% or higher on the final exam in Data Comm. &amp; Networking (COMP 211), which is based on CompTIA N+ certification level questions.</p>	<p>One section of COMP 211 was offered in spring of 2017, with three program majors completing the course. Three out of three or 100% of program majors exceeded the minimum score. The success criterion is met.</p>	<p>The PAC submitted data for the course. The data is tied to the CompTIA N+ certification making it relevant to the practicing world.</p> <p>It is suggested that program faculty review this ILOC and the recommendations as part of an analysis of all program competencies and their timelines.</p>

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<p><b>CIS/Programming Specialist (303B)</b></p>	<p>ILOC #1- The student/graduate will be able to construct applications that use GUI (graphical user interface) components and access databases for data permanence.</p>	<p>Students are assessed utilizing the final project in Visual Programming (COMP 231).</p> <p>At least 80% of students will achieve a score of 80% or higher on the final project.</p>	<p>One section of COMP 231 was offered in the spring of 2017, and twelve Programming Specialist majors were enrolled in the section. The results indicated that six out of twelve or 50% of majors achieved the minimum score.</p> <p>The success criterion is not met.</p>	<p>The PAC reviewed the assessment method and the data and determined that it was still relevant to the practicing world.</p> <p>In interpreting the data, the PAC determined that several students did not “turn-in” the final project.</p> <p>The PAC further notes that many of the students were taking a JAVA course concurrently with the VB course. The PAC speculates that taking the courses concurrently could have a negative effect on student performance due to workload. The Pac recommends tracking this in future offerings to determine a potential correlation.</p> <p>The PAC notes technical difficulties with the Community version of Visual Studio (VS). She has contacted IT to perform a clean install of the Visual Studio program with the appropriate updates and fixes.</p>
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				<p>This program began its intensive program review in the spring of 2017. This intensive review involves reviewing all of the program outcomes, the means of assessment for each, the success criterion for each, the timelines for assessment and the use of results.</p>
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<p><b>CIS/Website Development Specialist (303D)</b></p>	<p>ILOC #1:- The student/graduate will be able to construct applications that use GUI components to provide access to relational databases.</p>	<p>Students are assessed utilizing scores on a final project in COMP 229.</p> <p>At least 80% of the students will achieve a score of 70% or higher on the comprehensive final project.</p>	<p>This outcome was assessed in the spring of 2016. Students were assessed utilizing scores on a final project in COMP 229. The success criterion states that at least 80% of the students will achieve a score of 70% or higher on the comprehensive final project. One out of one major or 100% of program majors scored at least 70% or higher on the final project.</p> <p>The success criterion is met.</p>	<p>The Program Assessment Contact has reviewed this intended learning outcome and has recommended that a comprehensive final exam would be a better indicator or student achievement. The PAC notes that small size and will consider combining multiple sections to achieve a greater sample group in the future.</p> <p>This program participated in the program review process in the spring of 2017. This intensive review involves reviewing all of the program outcomes, the means of assessment for each, the success criterion for each, the timelines for assessment and the use of results. Further, the program examined its rates regarding enrollment, retention and graduation.</p>
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				<p>The outcomes of the program review included:</p> <ul style="list-style-type: none"> <li>•The Program Coordinator will investigate with the Advisory Board alternative methods to deliver tutoring. This can include professional web developers and other computer professionals.</li> <li>•The full-time faculty member, the dean, and division faculty who teach similar courses need to meet with the IT director to discuss the challenges created by installing the Citrix server software and seek alternative opportunities to develop a lab that does not utilize a Citrix server to support these unique courses.</li> <li>•Collaboratively foster relationships with internal sources that can lead to improved enrollment and enhanced visibility on campus for this program.</li> </ul>

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<p><b>Computer Science (300)</b></p>	<p>ILOC #3- The student/graduate will be able to successfully transfer to a four year college or university to pursue further education in a computer information systems related field.</p>	<p>This outcome is assessed using transfer data from the National Student Clearinghouse.</p> <p>At least 70% of the students that graduate from BC3 with an Associate’s Degree in Computer Information Systems and transfer to four-year colleges.</p>	<p>For the three years (2013-14, 2014-15, 2015-16) there were 93 unique students enrolled (could be new or continuing during that time period) in the Computer Science program.</p> <p>Of those 93 students enrolled in Comp Sci, 16 transferred to another institution. Of the 16 who transferred, 8 received a degree at BC3.</p> <p>For the same time period there were 11 graduates from the Computer Science program.</p> <p>The success criterion is met.</p>	<p>The results were reviewed by the Assessment Division and the Division Dean. The results indicate that 11 students graduated during the specified timeframe. The outcome is measuring graduates only. As such, 8 of the 11 graduates during the time frame transferred to a four-year program. The success criterion is met. The Dean is investigating new data alternatives to better capture student transfers and performance after transfer. This program will be undergoing Program Review in 2017-2018 Academic Year.</p>
<p><b>Hospitality Management (318)</b></p>	<p>ILOC #1- The student/graduate will be able to adhere to food safety standards in food preparation.</p>	<p>Students are assessed utilizing scores on the national Serv-Safe certification from National Restaurant Association Education Foundation in (FSVC 126).</p> <p>At least 70% of students will receive national Serv-Safe certification from National Restaurant Association Education Foundation in (FSVC 126).</p>	<p>The outcome was assessed in the fall of 2016. Results were submitted for nine program majors. The results indicate that seven out of nine or 78% of majors achieved or exceeded the minimum score.</p> <p>The success criterion is met.</p>	<p>The PAC submitted a statistical breakdown of student performance. The Serv-Safe examination is a good example of a third party assessment with a certification. It is extremely relevant to the practicing world.</p> <p>It is suggested that program faculty review this ILOC and the recommendations as part of an analysis of all program competencies and their timelines.</p>

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<p><b>Human Resource Management (225)</b></p>	<p>ILOC #2- The student/graduate will be able to utilize critical thinking skills to interpret human performance management skills.</p>	<p>Students are assessed utilizing a performance management case study in Case Studies in HR Management (BUSN 281).</p> <p>The success criterion states that at least 80% of the students will achieve a score of 70% or higher.</p>	<p>This competency has been assessed five times, with changes implemented over time to improve student learning.</p> <p>This outcome was assessed in the spring of 2011. The results indicated that 71.4% of the students in the Human Resource Management program scored a 70% or higher.</p> <p>The success criterion is not met.</p>	<p>The PAC reviewed all of the results and is confident the changes made to the assessment methods have improved student learning. As a result of the assessment analysis, faculty focused efforts on improving student learning related to this outcome.</p>
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			<p>The faculty member reviewed the data and noted that the two students who did not meet the minimum score achieved percentage of 69% and 67.5% which are very close to the 70% mark. The faculty member supported the competency and recommended adding a presentation component to the outcome to accompany the written assignment.</p> <p>This outcome was assessed again in the fall of 2013. The results indicated that ten out of ten or 100% of the students in the Human Resource Management program scored a 70% or higher on both assignments.</p> <p>In the fall of 2014, eleven out of eleven or 100% of the students in the Human Resource Management program scored a 70% or higher on both assignments.</p> <p>In the fall of 2015, an online section of BUSN 281 was assessed utilizing only a performance management case study.</p> <p>In the fall of 2016, five out of five or 100% of program majors scored a 70% or higher on both assignments.</p> <p>The Success criterion was met.</p>	<p>Faculty recognized that students were performing at the lowest level of Bloom's Taxonomy and merely identifying information. By adding an active learning assignment in the form of a presentation, the students were able to better understand the material and demonstrate a higher level of application. Consequently, assessment results have dramatically improved.</p> <p>This program participated in the program review process in the spring of 2017. This intensive review involves reviewing all of the program outcomes, the means of assessment for each, the success criterion for each, the timelines for assessment and the use of results. Further, the program examined its rates regarding enrollment, retention and graduation.</p>
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				<p>The outcomes of the program review included:</p> <ul style="list-style-type: none"><li>• Updating the facilities in Cranberry to updated technology such as more modern delivery methods and a larger whiteboard.</li><li>• Solicit feedback from the advisory board, college administration, and other stakeholders to create an alternative solution for the current practicum requirement</li></ul>
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<p><b>Marketing Management (311)</b></p>	<p>ILOC #2 The student/graduate will be able to apply advertising principles to promote a firm's image and product/service offering.</p>	<p>Students are assessed utilizing an Advertising Project in BUSN 134.</p> <p>At least 80% of students will achieve a score of 70% or better on the Advertising Project based on rubric scores.</p>	<p>Two sections of BUSN 134 were offered in the fall of 2015, with two majors enrolled. Both students received a scores over 90%.</p> <p>The success criterion is met.</p>	<p>The Program Assessment Contact reviewed the assessment results and method of assessment. The PAC believes the competency, project and rubric are relevant to the practicing world and flexible enough to allow for potential future changes.</p> <p>This program participated in the program review process in the spring of 2017. This intensive review involves reviewing all of the program outcomes, the means of assessment for each, the success criterion for each, the timelines for assessment and the use of results. Further, the program examined its rates regarding enrollment, retention and graduation.</p>
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				<p>The outcomes of the program review included:</p> <ul style="list-style-type: none"><li>• In an effort to retain students in the program, the college should seek an articulation agreement with a 4-year institution that will allow students to transfer and matriculate with a Bachelor's degree in Marketing Management.</li><li>• As part of the marketing efforts to attract new students to the program, additional marketing dollars and resources should be considered that might appeal to students. This can include the integration of targeted marketing through various social media outlets, local campaigns, and increased visibility at the high school level.</li></ul>
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				<ul style="list-style-type: none"><li>• In order to expand the program, consider adding offerings at other campuses and integrating various delivery methods, including ITV, GoToMeeting, or 100% online in an effort to improve enrollment and retention.</li><li>• Add a representative from a Marketing program at a four-year institution to the advisory board for the fall 2017 Advisory Board meeting.</li></ul>
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<p><b>Office Administration Executive (308)</b></p>	<p>ILOC #2 The student/graduate will be able to perform administrative office procedures in a business setting.</p>	<p>Students are assessed utilizing site supervisor final evaluation scores in OADM 206</p> <p>At least 90% of students will achieve an overall performance rating of outstanding or above average from their practicum site supervisor in Executive Office Administration Practicum. (OADM 206).</p>	<p>One section of OADM 206 was offered in the Spring of 2017. Results were included for four program majors. Four out of four or 100% of students achieved or exceeded the minimum score.</p> <p>The success criterion is met.</p>	<p>The Program Assessment Contact reviewed the competency, the means of assessment and the data.</p> <p>The PAC believes the assessment is relevant to the practicing world and a good indicator of student success, as a direct correlation is seen between student application of concepts and success in the course. The PAC notes “The site supervisor final evaluation is a good assessment measure because all of the departmental syllabus objectives can be assessed in this evaluation.”</p> <p>This program participated in the program review process in the spring of 2017. This intensive review involves reviewing all of the program outcomes, the means of assessment for each, the success criterion for each, the timelines for assessment and the use of results. Further, the program examined its rates regarding enrollment, retention and graduation.</p> <p>The outcomes of the program review included:</p>
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				<ul style="list-style-type: none"><li>• Install the ITV software at all campus locations offering these programs, or considering offering these programs in the future, so that course offerings can be made across multiple off-campus sites</li><li>• Install Wacom software at all campus locations offering these programs, or considering offering these program in the future, so that course offerings can be made across multiple off-campus sites</li><li>• Provide funding for additional tutors at the various locations currently offering this program</li><li>• Provide additional marketing directed toward attracting students to these programs at all locations offering the programs in order to enhance visibility</li></ul>
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<p><b>Office Administration Executive (312)</b></p>	<p>ILOC #2 The student/graduate will be able to perform administrative office procedures in a medical/business setting.</p>	<p>Students are assessed utilizing site supervisor final evaluation scores in OADM 281</p> <p>At least 90% of the students in OADM 281 will achieve an overall performance rating of outstanding or above average from their practicum site supervisor in Medical Office Administration Practicum (OADM 281).</p>	<p>One section of OADM 281 was offered in the Spring of 2017. Results were included for six program majors. Six out of four or 100% of students achieved or exceeded the minimum score.</p> <p>The success criterion is met.</p>	<p>The Program Assessment Contact reviewed the competency, the means of assessment and the data.</p> <p>The PAC believes the assessment is relevant to the practicing world and a good indicator of student success.</p> <p>The PAC notes the many and varied methods of communication with the site supervisors to ensure consistency is maintained.</p> <p>The Program Assessment Contact reviewed the competency, the means of assessment and the data. The PAC believes the assessment is relevant to the practicing world and a good indicator of student success, as a direct correlation is seen between student effort on homework assignments and success on the final exam.</p> <p>This program participated in the program review process in the spring of 2017. This intensive review involves reviewing all of the program</p>
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Student Learning Outcomes Assessment—Business 2015-2017

				<p>outcomes, the means of assessment for each, the success criterion for each, the timelines for assessment and the use of results. Further, the program examined its rates regarding enrollment, retention and graduation. The outcomes of the program review included:</p> <ul style="list-style-type: none"> <li>• Install the ITV software at all campus locations offering these programs, or considering offering these programs in the future, so that course offerings can be made across multiple off-campus sites</li> <li>• Install Wacom software at all campus locations offering these programs, or considering offering these program in the future, so that course offerings can be made across multiple off-campus sites</li> <li>• Provide funding for additional tutors at the various locations currently offering this program</li> <li>• Provide additional marketing directed toward attracting students to these programs at all locations offering the programs in order to enhance visibility</li> </ul>
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