



# Program Assessment Plan Matrix

Program Unit or Department: **Bachelor of Business Administration- Marketing Major**  
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Phone Contact: Ext. 3303

Contact Person: Jim Dalton  
 Email Contact: jdalton@mvnu.edu

Student Learning Outcomes	Assessment Methodology	Target	Summary of Major Findings		Actions Taken to Improve Student Learning	Timeframe
SLO 1: Utilize management and leadership concepts in the process of decision making.	Method 1: <b>Organizational Behavior:</b> Week 5 Summary Quiz	90% of the students will achieve a score of 70% or better.	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	97% n/a 98% 100% <b>98%</b>	Outcome has been met by all assessment methods...will continue monitoring into the future.	
	Method 2: <b>Managing Human Resources:</b> Week 5 Presentation	90% of the students will be deemed as outstanding or proficient per the standardized presentation rubric included in the course curriculum.	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	100% 100% 97% 100% <b>99%</b>		
	Method 3: <b>Employment and Enrollment Survey</b>	50% rate their skill level as high or very high	For all of 2016 <b>50%</b> of the survey responses rate their skill level as high or very high.			
SLO 2: Recommend solutions to organizational challenges based on ethics, relevant formal research and understanding of the environments in which organizations function.	Method 1: <b>Management and Leadership Techniques:</b> Week 5 Case Study Analysis	90% of the students will be deemed as outstanding or proficient per the standardized case rubric included in the course curriculum.	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	100% 100% 92% 100% <b>98%</b>	Outcome has been met by all assessment methods...will continue monitoring into the future.	
	Method 2: <b>Ethics and Law:</b> Government Regulation/Ethical Compliance Report	90% of the students will achieve a score of 70% or better.	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	100% 100% 100% 100% <b>100%</b>		
SLO 3: Apply analytical tools and skills used in organizations	Method 1: <b>Fundamentals of Accounting</b> Final Exam	Report 90% of the students will achieve a score of 70% or better.	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	28% 0% 82% 100% <b>53%</b>	Outcome has not been met by one of the assessment methods. Recent trends indicate the accounting measure has improved. This will be watched closely in future periods to make sure the positive trend continues.	
	Method 2: <b>Spreadsheets for Leaders:</b> Week 2 Hands-On Exam	90% of the students will achieve a score of 70% or better.	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	88% 89% 72% 86% <b>84%</b>		

SLO 4: Apply the functional areas of business and demonstrate an understanding of their interrelationships with organizations	Method 1: <b>Peregrine</b> end of program test overall average score	Will exceed national averages	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	64% 54% 40% 64% <b>55%</b>	Outcome has been met by all assessment methods...will continue monitoring into the future.
	Method 2: <b>Strategic Planning:</b> Strategic Audit	90% of the students will achieve a score of 70% or better.	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	65% 96% 87% 100% <b>87%</b>	
SLO 5: Apply critical thinking skills	Method 1: <b>Strategic Planning:</b> Strategic Audit	90% of the students will achieve a score of 70% or better.	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	65% 96% 87% 100% <b>87%</b>	Outcome has been met by all assessment methods...will continue monitoring into the future.
	Method 2: <b>Business Finance:</b> Final Project	90% of the students will achieve a score of 70% or better.	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	100% 82% 100% 100% <b>95%</b>	
SLO 6: Interpret marketing research to position products and services and promote them successfully	Method 1: <b>Peregrine</b> Marketing Score	Will exceed national averages	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	71% 71% 60% 64% <b>66%</b>	Outcome has been met by all assessment methods...will continue monitoring into the future.
	Method 2: <b>Marketing Research:</b> Research Project	90% of the students will achieve a score of 70% or better.	Spring 2016 Summer 2016 Fall 2016 Spring 2017 Four Period Average	n/a n/a n/a 100% <b>100%</b>	