**Standard #4 - Measurement and Analysis of Student Learning and Performance**

a. **Program Outcomes**

List outcomes, by accredited program. Many of the program outcomes should be used as part of a student learning assessment plan and be measurable.

**Standard #4 Measurement and Analysis of Student Learning and Performance**

b. **Program Outcomes**

List outcomes, by accredited program. Many of the program outcomes should be used as part of a student learning assessment plan and be measurable.

B.S. Accounting; Finance; Management Information Systems; Organizational Management
B.B.A. Business Administration with Emphasis in: Health Care Administration, Management, Marketing

Graduates of the Department of Business and Information Systems will satisfy the following learning outcomes:

1. Demonstrate effective technological and communication skills
2. Gain proficiency in written and oral presentations
3. Develop knowledge and skills for business decisions
4. Apply the principles of financial analysis for business
5. Practice and apply interpersonal skills in group settings
6. Be aware of the social and ethical responsibilities of business
Standard #4 Measurement and Analysis of Student Learning and Performance - 4 b. Performance Results

<table>
<thead>
<tr>
<th>Performance Measure (Competency)</th>
<th>Description of Measurement Instrument</th>
<th>Areas of Success (Results)</th>
<th>Analysis and Action Taken (Improvement)</th>
<th>Results of Action Taken (occurs in the following year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>80% Target pass rate</td>
<td><strong>BS Accounting</strong> AC 431 Auditing I Project <strong>Type of Assessment</strong> Internal; Summative</td>
<td>Average class score exceede target rate except for 2010.</td>
<td>Continue same classroom techniques until 2009. Introduced Auditing for Fraud in 2010 to extend the planning and control features</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Graphs or Tables of Resulting Trends for 3-5 Years**

**Auditing I Project**

<table>
<thead>
<tr>
<th>Year</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>100</td>
</tr>
<tr>
<td>2008</td>
<td>86</td>
</tr>
<tr>
<td>2009</td>
<td>100</td>
</tr>
<tr>
<td>2010</td>
<td>78</td>
</tr>
</tbody>
</table>

- 2007: 100
- 2008: 86
- 2009: 100
- 2010: 78

![Bar Chart](image)
### ANALYSIS OF RESULTS

<table>
<thead>
<tr>
<th>Performance Measure (Competency)</th>
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</tr>
</thead>
<tbody>
<tr>
<td>80% Target pass rate</td>
<td>AC 350 Turbo Tax and Comprehensive Problem</td>
<td>Pass rate was below target for 2009 and 2010</td>
<td>Replaced Turbo with H&amp;R Block software in 2010</td>
<td>Students performance to be evaluated beginning 2012</td>
<td><img src="image.png" alt="Bar Chart" /></td>
</tr>
</tbody>
</table>

**Bar Chart:**
- **Tarbo Tax Comprehensive Project**
- **Years:** 2008, 2009, 2010
- **Scores:** 93, 66, 78
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>80% Target pass rate</td>
<td>AC 432 Auditing II Project</td>
<td>Except for 2009 with low average rate of 73%, results exceed target</td>
<td>Continue same classroom techniques with more hands-on project</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Graphs or Tables of Resulting Trends for 3-5 Years**

**Auditing II Project Passing Rate**

![Chart showing Auditing II Project Passing Rate for 2009, 2010, and 2011]
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>80% Target pass rate</td>
<td><strong>Health Care Admin</strong></td>
<td>100% pass rate 89% average score</td>
<td>Target was met and no further action was necessary</td>
<td>N/A</td>
<td><img src="image" alt="Bar Chart" /></td>
</tr>
<tr>
<td></td>
<td><strong>HC Senior Capstone Project</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Type of Assessment</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Internal; summative</td>
<td></td>
<td></td>
<td></td>
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**Health Care Capstone Project**

![Bar Chart](image)
### ANALYSIS OF RESULTS

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</thead>
<tbody>
<tr>
<td>80% Target pass rate</td>
<td>Practicum Portfolio</td>
<td>100% pass rate; 92% average score</td>
<td>N/A</td>
<td>N/A</td>
<td><img src="chart.png" alt="Bar Chart" /></td>
</tr>
<tr>
<td></td>
<td>Type of Assessment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Internal, summative</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</thead>
<tbody>
<tr>
<td>80% Target pass rate</td>
<td><strong>Long-Term Care Project</strong></td>
<td>100% pass rate; 85% average score</td>
<td>Developed new rubric for Long-Term Care Projects to increase clarity and reduce complexity constraint s</td>
<td></td>
<td><img src="image" alt="Bar Graph" /></td>
</tr>
</tbody>
</table>

**Type of Assessment**
- Internal, summative

![Bar Graph](image)
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</tr>
</thead>
<tbody>
<tr>
<td>80% Target pass rate</td>
<td>Finance Exit exam</td>
<td>100% passed</td>
<td>Target was exceed except in 2011</td>
<td>Began offering review class in 2011.</td>
</tr>
</tbody>
</table>

**Graphs or Tables of Resulting Trends for 3-5 Years**

![Exit Exam Pass rate](image)

**Exit Exam Pass rate**

<table>
<thead>
<tr>
<th>Year</th>
<th>Pass Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>100</td>
</tr>
<tr>
<td>2009</td>
<td>85.7</td>
</tr>
<tr>
<td>2010</td>
<td>100</td>
</tr>
<tr>
<td>2011</td>
<td>75</td>
</tr>
</tbody>
</table>

**Series 1**
<table>
<thead>
<tr>
<th>Performance Measure (Competency)</th>
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</thead>
<tbody>
<tr>
<td>80% Target pass rate</td>
<td>Credit and loan analysis project</td>
<td>100 % in 2008 and 2011</td>
<td>Gave more practice exercises in 2009 and 2010</td>
<td>100 % pass rate in 2011</td>
<td><img src="https://example.com/bar-chart.png" alt="Bar Chart" /></td>
</tr>
<tr>
<td>Performance Measure (Competency)</td>
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<td>----------------------------------------</td>
<td>---------------------------</td>
<td>----------------------------------------</td>
<td>--------------------------------------------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>80% Target pass rate</td>
<td>Investment portfolio project</td>
<td></td>
<td>Average score exceeded target for all three years</td>
<td>N/A</td>
<td><img src="chart.png" alt="Bar Chart" /></td>
</tr>
<tr>
<td></td>
<td>Type of Assessment</td>
<td></td>
<td></td>
<td></td>
<td><img src="chart.png" alt="Bar Chart" /></td>
</tr>
<tr>
<td></td>
<td>Internal, Summative</td>
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</tr>
</thead>
<tbody>
<tr>
<td>80% Target pass rate</td>
<td><strong>Management</strong></td>
<td>100% pass rate; 87% average score</td>
<td>Average score exceede d target except for 2010</td>
<td>More work was given to students in 2010, emphasizi ng functions of management and their applicatio ns</td>
</tr>
</tbody>
</table>

**Type of Assessment**
- Internal, Summative

#### Human Resource Management

![Graph showing results for 2009, 2010, and 2011](image)
<table>
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</tr>
</thead>
<tbody>
<tr>
<td>80% Target pass rate</td>
<td>Organizational Behavior</td>
<td>100% pass rate; 88% average score</td>
<td>Average score exceeded target for all three years</td>
<td>N/A</td>
<td><img src="image" alt="Organizational Behavior Pass Rate" /></td>
</tr>
<tr>
<td></td>
<td>Type of Assessment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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</tr>
<tr>
<td>----------------------------------</td>
<td>----------------------------------------</td>
<td>-----------------------------</td>
<td>----------------------------------------</td>
<td>---------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>90% Target pass rate</td>
<td>Organizational Management</td>
<td>92% pass rate</td>
<td>Target exceeded</td>
<td>Encouraged students with English errors to attend free tutorial class</td>
<td></td>
</tr>
<tr>
<td>OM304 Prepare written reports and business correspondence</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of Assessment</td>
<td>Internal, Summative</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Graphs or Tables of Resulting Trends for 3-5 Years**

**Written Reports and Correspondence Project**

<table>
<thead>
<tr>
<th>Year</th>
<th>Pass Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>92</td>
</tr>
<tr>
<td>2011</td>
<td>100</td>
</tr>
</tbody>
</table>

*Ser*
<table>
<thead>
<tr>
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<th>Analysis and Action Taken (Improvement)</th>
<th>Results of Action Taken (occurs in the following year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% Target pass rate</td>
<td>OM 308 and OM430 Conduct basic research. Type of Assessment Internal, Summative</td>
<td>90% pass rate</td>
<td>Target met one year</td>
<td>Instituted a procedure that reviewed and edited all written reports so students could profit from documented feedback</td>
</tr>
</tbody>
</table>

Graphs or Tables of Resulting Trends for 3-5 Years

![Basic Research Project](chart.png)

- 2010: 90
- 2011: 89
<table>
<thead>
<tr>
<th>Performance Measure (Competency)</th>
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<th>Results of Action Taken (occurs in the following year)</th>
<th>Graphs or Tables of Resulting Trends for 3-5 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% Target pass rate</td>
<td>OM305 Formulate and make responsible decisions in a team environment</td>
<td>Target met in 2010</td>
<td>Target missed the following year</td>
<td>Created blocks of time so that students could post and discuss topics related to expected outcomes</td>
<td>Ability to Work in Team Environment</td>
</tr>
</tbody>
</table>

![Bar Chart](chart.png)
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Marketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The department is in the process of developing an assessment plan for the Marketing program</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CIS and IT</strong></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Information Systems (CIS) and Information Technology (IT) have been merged into Management Information Systems (MIS). The first graduates of this PROGRAM will be in 2014. That will be the time The Department will be able to assess the program.</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>