

Assessment Plan Worksheet # 3

Academic Program
Assessment Report

3rd Year in Business
Administration

Fall 2011- Spring 2012

Academic Program

Assessment Period Covered

() Formative Assessment

November 28, 2012

(x) Summative Assessment

Date Submitted

Academic Evaluation Question (Use a different form for each evaluation question):

Did graduates attain the required level of academic proficiency to function as expected?

- What was the overall success rate for the period covered?

First Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1a. Means of Unit Assessment & Criteria for Success:

Assessment was conducted by collating data from the Instructors' grading sheets for the Fall and Spring semesters for the assessed period. Grading data for the 3 core courses for each of the semester were used to calculate the Success Rates.

1a. Summary of Assessment Data Collected:

<u>Courses</u>	<u>Fall 2011</u>
EC230 (8 students)	87.5%
MG350 (9 students)	100%
MG320 (10 students)	100%

<u>Courses</u>	<u>Spring 2011</u>
MKT311 (3 students)	100%
MGT360 (3 student)	100%
FIN312 (3 students)	100%

As can be depicted from the results above, Success Rates for nearly all the core courses were recorded at 100 percent, with exception to Economic Development, in which a student only managed to achieve a D grade.

1a: Use of Results to Improve Unit Services:

- Success Rate is an indicator used to determine the number of learning aims achieved divided by the number of learning aims expected to complete. The information, presented in percentage, provides an important evaluation tool and good judgement on the performance of any academic program.
- The Third Year in Business program is currently being shelved due to low enrollment experienced during the Spring of 2011 which recorded a total of 3 students only for each course. The Business Division has now embarked on various activities, aiming at increasing enrollment comes Fall 2013. Such activities include, a thorough review of the program as well as the courses being offered and various marketing programs targeting both graduating and non-traditional students.
- Available data can also be used to update curricula and courses content. Practical application of learning such as internship is hoped to be included in the Third Year Business program to promote more hands-on experience for the students.

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