

Business: Business Management, AAS

PROGRAM LEARNING OUTCOMES

The assessment of student learning outcomes is not only a key indicator of program effectiveness, it is also one of the standards of excellence identified by the Middle States Commission (Standard 5) and is required through the SUNY assessment initiative.

Current Program Learning Outcomes as stated in Catalog

Upon completion, students will:

1. Express themselves effectively both orally and in writing
2. Demonstrate an understanding of fundamentals managerial, organization, marketing and human resource principles and structures, business communication principles and techniques
3. Demonstrate an understanding of the fundamental concepts of business law and marketing accounting
4. Demonstrate an understanding of the impact of major social, economic, and technological trends on organizations

CURRICULUM MAP

Courses in the Major	PLO1	PLO2	PLO3	PLO4
BUS 101		P, C, E, H		
BUS 102		P, C, E, H		
BUS 113		P, C, E, H		P, C, E, H
BUS117				E, H
BUS 229	P, O	P, H		
BUS 238				
ACC 116				E, H
ACC 117				E, H
ECO 101			E, H	
ECO 102			E, H	
ENG 101	P, O			
ENG 102	P, O			

Assessment Key:

P=Paper E=Exam
C=Case Studies

PO=Portfolio
H=Homework

O=Oral Presentation

L=Lab Assignment

I=Internship

STUDENT LEARNING OUTCOME RUBRIC

Student learning outcome	Activities that help students achieve the learning outcome	How the outcome is measured	Standard for individual performance to be achieved	Standard for overall performance	How well standard was met
1. Communicate with others effectively, both orally and in writing.	Participation in ENG 101 – Writing I ENG 102 – Writing II and Introduction to Literature	Average grade on relevant tests/ quizzes/assignments in ENG 101 – Writing I ENG 102 – Writing II and Introduction to Literature	Grade of 70% or higher	70% of all students who received a performance grade receive an overall grade of 70% or higher on relevant tests/ quizzes/ assignments.	78% of all students who received a performance grade received an overall grade of 70% or higher on relevant tests/ quizzes/ assignments. Learning Outcome Met
2. Demonstrate an understanding of fundamental managerial, organizational, marketing, and human resource principles and structures, business communication principles, and techniques.	Participation in BUS 101– Organization and Management BUS 102–Human Resource Management BUS 229–Business Communications	Average grade on relevant tests/ quizzes/assignments in BUS 101– Organization and Management BUS 102–Human Resource Management BUS 229–Business Communications	Grade of 70% or higher	70% of all students who received a performance grade receive an overall grade of 70% or higher on relevant tests/ quizzes/ assignments.	75% of all students who received a performance grade received an overall grade of 70% or higher on relevant tests/ quizzes/ assignments. Learning Outcome Met

<u>Student learning outcome</u>	<u>Activities that help students achieve the learning outcome</u>	<u>How the outcome is measured</u>	<u>Standard for individual performance to be achieved</u>	<u>Standard for overall performance</u>	<u>How well standard was met</u>
3. Demonstrate an understanding of the impact of major social, economic, and technological trends on organizations.	Participation in ECO 101–Macro-Economics ECO 102–Micro-Economics	Average grade on relevant tests/ quizzes/assignments in ECO 101–Macro-Economics ECO 102–Micro-Economics	Grade of 70% or higher	70% of all students who received a performance grade receive an overall grade of 70% or higher on relevant tests/quizzes/ assignments.	74% of all students who received a performance grade received an overall grade of 70% or higher on relevant tests/ quizzes/ assignments. <i>Learning Outcome Met</i>
4. Demonstrate an understanding of the fundamental concepts of accounting, business law, and marketing.	Participation in ACC 116–Financial Accounting ACC 117–Accounting Fundamentals for Management BUS 113– Fundamentals of Marketing BUS 117–Business Law I	Average grade on relevant tests/ quizzes/assignments in ACC 116– Financial Accounting ACC 117–Accounting Fundamentals for Management BUS 113– Fundamentals of Marketing BUS 117 – Business Law I	Grade of 70% or higher	70% of all students who received a performance grade receive an overall grade of 70% or higher on relevant tests/quizzes/ assignments.	83% of all students who received a performance grade received an overall grade of 70% or higher on relevant tests/ quizzes/ assignments. <i>Learning Outcome Met</i>