

Business Management Certificate

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. Demonstrate an understanding of fundamental managerial and organizational forms, human resource principles and structures, business communication principles, and issues
2. Demonstrate an understanding of the impact of major social, economic, and technological trends on organizations
3. Demonstrate an understanding of the basic accounting, business law, and small business management

Courses in the Major			
Courses in the Major	PLO1	PLO2	PLO3
BUS101	P,C, H, E		
BUS102	P,C, H,E		
BUS117			
BUS122		C,E, H	
BUS229	H,P		
BUS238			
ECO102		E, H	
ACC116			E, H
ACC117			E, H

Assessment Key:

P=Paper **E=Exam** **PO=Portfolio** **O=Oral Presentation** **L=Lab Assignment** **I=Internship**
C=Case Studies **H=Homework**

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. Demonstrate an understanding of fundamental managerial and organizational forms, human resource principles and structures, business communication principles, and issues.	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.	79% 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 the impact of major social, economic, and technological trends on organizations.	Participation in ECO 102 – Micro-Economics	Average grade on relevant tests/ quizzes/ assignments in 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.	71% of all students who received a performance grade received an overall grade of 70% or higher on relevant tests/ quizzes/ assignments. Learning Outcome Met

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
3. Demonstrate an understanding of the basic concepts of accounting, business law, and small business management.	Participation in ACC 116 – Financial Accounting BUS 117 – Business Law I BUS 122 – Small Business Management	Average grade on relevant tests/ quizzes/assignments in ACC 116 – Financial Accounting BUS 117 – Business Law I BUS 122 – Small Business Management	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.	76% 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>