

**NTID**  
**A.S. Degree in Business Outcomes Assessment**  
**Plan and Report for AY 2007-2008**

*Program Goal: Prepare graduates with skills and knowledge to enable transfer to a baccalaureate business degree program.*

Critical Outcomes for all Students		Assessment of Outcomes		Timeline		Results	
Domain/Task/Capability	Performance Criteria/Benchmarks	Instrument/Opportunity	Assessment of Performance	Develop	Collect	Summarization of Results	Use of Results
1. Students will demonstrate fundamental awareness of principles and procedures in the following five business core areas: General Business, Financial Accounting, Managerial Accounting, Management, and Marketing.	<b>80%</b> of students will demonstrate fundamental knowledge in five business core areas.	Standardized Test (Students will be required to answer questions related to course-specific student learning outcomes from seven program courses.  Orientation to Business, Financial Accounting I and II, Managerial Accounting I and II, Fundamentals of Management, and Fundamentals of Marketing.  This test will be administered in the course Fundamentals of Marketing	Students will correctly answer <b>75%</b> of the standardized questions.	AY 2005-2007	AY 2007-2008	Standardized test was developed and approved by faculty. The test was not administered in the spring quarter due to a course schedule change. The test will be administered in AY 2008-09.	N/A

		usually taken in the students' final quarter in the program).					
2. Students will be prepared to enter a baccalaureate business degree program.	<b>80%</b> of entering students will subsequently be accepted into a baccalaureate business degree program.	Baccalaureate admissions data.	Students will be identified as accepted by RIT's College of Business or other 4-year institutions.	AY 2005-2007	AY 2007-2008	For AY 2005-2006 n=9; 100% of students were continuing in school	No action needed.
3. Students will indicate satisfaction with the program and courses.	<b>80%</b> of students will indicate overall satisfaction with the program and courses.	Satisfaction Survey	Students will indicate they strongly agree or more agree than disagree (4-point scale) when asked to give an overall rating on two global items, one related to the program in general and the other related to the courses in the major.  Specific program and course ratings are collected on various other items.	AY 2005-2007	AY 2007-2008	A satisfaction survey instrument was developed and approved by faculty. The survey instrument was not administered in the spring quarter due to a course schedule change. The survey will be administered in AY 2008-09.	N/A

**Comments:**

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