

NTID
A.S. Degree in Business Outcomes Assessment
Plan and Report for AY 2008-2009

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.	80% 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 usually taken in the	Students will correctly answer 75% of the standardized questions.	AY 2005-2007	AY 2008-2009	5 students (out of a possible 10) took the standardized test at a baccalaureate orientation session in spring quarter. 2 out of 5 students (40%) scored above the 75% benchmark. The average score was 65%.	5 students did not attend the voluntary baccalaureate orientation session. Although the results are disappointing, the data does not accurately represent the entire group. In future academic years, this test will be administered in one of the later program courses in an attempt to capture the full group. Analysis of the results of individual test items will be conducted on an ongoing basis to discern areas of weakness for possible learning improvement strategies. This analysis will also include evaluation of individual test item validity for subsequent

		students' final quarter in the program).					improvement of the test itself.
2. Students will be prepared to enter a baccalaureate business degree program.	80% 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 2006-2007 n=12 students continuing in school (10 at RIT; 2 at other schools).	No action needed.
3. Students will indicate satisfaction with the program and courses.	80% of students will indicate overall satisfaction with the program and courses.	Satisfaction Survey	Students will indicate they strongly agree or agree when asked to give an overall rating (4-point scale) regarding two global items, one related to satisfaction with the program in general and the other related to satisfaction with the courses in the major. Specific program and course ratings are collected on various other items.	AY 2005-2007	AY 2008-2009	5 students (out of a possible 10) took the satisfaction survey at a baccalaureate orientation session in spring quarter. 4 students agreed strongly and 1 student agreed that they were satisfied with the program. 5 students agreed strongly that they were satisfied with the courses in the major.	No action needed.

Comments:

Both the Student Learning Assessment Test (Domain 1 instrument) and the Satisfaction Survey (Domain 3 instrument) will be administered in a later program course in future academic years to capture a more representative sample.

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