

**NTID**  
**A.S. Degree in Business Outcomes Assessment**  
**Plan and Report for AY 2009-2010**

*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.	Capstone project will be assigned to students to evaluate overall learning from the following courses:  Orientation to Business, Financial Accounting I and II, Managerial Accounting I and II, Fundamentals of Management, and Fundamentals of Marketing.  This capstone project will be administered in the course Fundamentals of Marketing (usually taken in the	Students will earn no less than a 75% on the capstone project.	AY 2005-2007	AY 2008-2009	n=10, 3 students earned a score of 92, 3 earned a score of 88 and 4 earned a score of 85.	No action needed at this time.

		students' final quarter in the program).					
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 2007-2008 data reported N=15; 1 student was employed; 1 student reported not looking for employment; 13 students were continuing in school at RIT	No action needed at this time.
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	Satisfaction Survey will be administered to students in the Fall of 2010. Records will be updated at that time to reflect the satisfaction of students with the AS program.	No action needed at this time. Will report results after instrument is administered in AY 2010.

**Comments:**

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Rev: 06/30/2010

