

NTID
A.S. Degree in Business Outcomes Assessment
Plan and Report for AY 2011-2012

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.	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	Students will earn no less than a 75% on the capstone project.	AY 2005-2007	AY 2008-2011	20 students were evaluated with the following results: 8 students scored 95 8 students scored 85 4 students scored 75 100% of students earned 75% or higher on the capstone project.	No action is needed at this time.

		(usually taken in the 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 2008-2011	14 students completed the AS program with 12 successfully transferring to the SCB and 2 exiting the program to work.	No action is 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 2008-2011	students completed a satisfaction survey and 92% indicated that they were satisfied with the program.	No action is needed at this time.

Comments:

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