

# NTID

## A.S. Degree in Business Outcomes Assessment Plan and Report for AY 2012-2013

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

Critical Outcomes for all Students		Performance Criteria/Benchmarks		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.	<p><b>Capstone project will be assigned to students to evaluate overall learning from the following courses:</b></p> <p><b>Orientation to Business, Financial Accounting I and II, Managerial Accounting I and II, Fundamentals of Management, and Fundamentals of Marketing.</b></p> <p><b>This capstone project will be administered in the course Fundamentals of Marketing (usually taken in the students' final quarter in the program).</b></p>	Students will earn no less than a 75% on the capstone project.	AY 2005-2007	AY 2008-2011	<p>9 students were evaluated with the following results:</p> <p>6 students scored 95%</p> <p>3 students scored 65%</p> <p>66% scored 75% or higher on the capstone project.</p>	Faculty in this program will look into the areas of concern for the three students who did not score 75% on the capstone project and make changes that will ensure that the benchmark of 80% of the students will achieve 75 or above.
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	93% of the graduates from AY 2011-12 were continuing in school at RIT; N=14.	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	<p>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.</p> <p>Specific program and course ratings are collected on various other items.</p>	AY 2005-2007	AY 2008-2011	Students completed a satisfaction survey and 93% indicated that they were satisfied with the program.	No action needed at this time

Comments: