

2010-2011 Assessment Cycle (2010-2011Assessment Cycle)

## Assessment Plan

### Mission Statement

### Learning Outcomes and Measures

## Fashion Management Outcome Set

### Learning Outcome

#### Marketing Planning

Students will demonstrate proficiencies in:

1. Developing a marketing plan
2. Brand development
3. Creating strategy
4. Evaluating and control
5. Understanding of basic economic

▼ Measure: ETS® Major Field Test for Associate Degree Business Programs  
Program level: Direct - Exam

Details/Description:  
Acceptable Target: National average  
Ideal Target: > national average  
Implementation Plan (timeline): Spring 11  
Key/Responsible Personnel: Kris Daby

#### Management Skills

Students will demonstrate proficiencies in:

1. Planning
2. Leading
3. Organizing
4. Training
5. Controls

▼ Measure: ETS® Major Field Test for Associate Degree Business Programs  
Program level: Direct - Exam

Details/Description:  
Acceptable Target: National average  
Ideal Target: > national average  
Implementation Plan (timeline): Spring 11  
Key/Responsible Personnel: Kris Daby

#### Sales

Students will demonstrate proficiency in:

1. Developing customer relationships
2. Understanding customer needs
3. Talk about product in terms of FABs
4. Closing the sale and overcoming objections

▼ Measure: Business to Business Sales.  
Course level: Direct - Exam

Details/Description: A certificate of completion of the Counselor Selling course.  
Acceptable Target: 90% Completion  
Ideal Target: 100% Completion  
Implementation Plan (timeline): Spring 11  
Key/Responsible Personnel: Kris Daby

#### Professional Readiness

Students will demonstrate proficiencies in:

1. Time management
2. Interpersonal communication skills
3. Emotional intelligence
4. Problem solving skills
5. Business etiquette

▼ Measure: e-Folio  
Program level: Direct - Portfolio

Details/Description: Completion of an e-Folio the final semester of their degree.  
Students will show proficiency in the following:  
Time Management  
Interpersonal skills  
Emotional intelligence  
Problem solving skills  
Business Etiquette  
Acceptable Target: 90% of students complete  
Ideal Target: 100% of student complete  
Implementation Plan (timeline): Spring 11  
Key/Responsible Personnel: Kris Daby

## Financial understanding

Students will demonstrate proficiencies in:

1. Basic accounting skills
2. Develop a proforma
3. Basic financial information
4. Legal and ethical implications of business practices

▼ Measure: ETS® Major Field Test for Associate Degree Business Programs  
Program level: Direct - Exam

Details/Description:

Acceptable Target: National average

Ideal Target: > national average

Implementation Plan (timeline): Spring 11

Key/Responsible Personnel: Kris Daby

## Embracing Diversity and Global Awareness

Students will demonstrate an understanding:

1. Global business mentality
2. Conflict resolution skills
3. Understanding and respecting cultural differences

▼ Measure: ETS® Major Field Test for Associate Degree Business Programs  
Program level: Direct - Exam

Details/Description:

Acceptable Target: National average

Ideal Target: > national average

Implementation Plan (timeline): Spring 11

Key/Responsible Personnel: Kris Daby

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