

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

Assessment Plan

Mission Statement

Learning Outcomes and Measures

Finance and Credit 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 Tests for Associate Degree Business
 Program level: Direct - Exam

Details/Description:
 Acceptable Target: 80% Pass rate
 Ideal Target: 90% Pass rate
 Implementation Plan (timeline): Spring 11
 Key/Responsible Personnel: Duane Samuelson

Management Skills

Students will demonstrate proficiencies in:

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

▼ Measure: ETS Major Field Tests for Associate Degree Business
 Program level: Direct - Exam

Details/Description:
 Acceptable Target: 80% Pass rate
 Ideal Target: 90% Pass rate
 Implementation Plan (timeline): Spring 11
 Key/Responsible Personnel: Duane Samuelson

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 Tests for Associate Degree Business
 Program level: Direct - Exam

Details/Description:
 Acceptable Target: 80% Pass rate
 Ideal Target: 90% Pass rate
 Implementation Plan (timeline): Spring 11
 Key/Responsible Personnel: Duane Samuelson

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 Tests for Associate Degree Business
 Program level: Direct - Exam

Details/Description:
 Acceptable Target: 80% Pass rate
 Ideal Target: 90% Pass rate
 Implementation Plan (timeline): Spring 11
 Key/Responsible Personnel: Duane Samuelson

Commercial Loan Processing

Students in Commercial Loan Lab will complete a commercial loan request and analyze the financial statements to present to a simulated loan committee consisting of commercial loan officers from area banks.

▼ Measure: Commerical Loan Processing

Course level: Direct - Student Artifact

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Details/Description: Students in Commercial Loan Lab will complete a commercial loan request and analyze the financial statements to present to a simulated loan committee consisting of commercial loan officers from area bank. The commercial loans officers will rate the student's preparation and presentation.

Acceptable Target: 80 % will at or above industry expectations for an entry level position.

Ideal Target: 90 % will at or above industry expectations for an entry level position.

Implementation Plan (timeline): Spring 11

Key/Responsible Personnel:

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