

**PROGRAM ASSESSMENT PLAN AND ASSESSMENT REPORT (Academic Year 2018-2019)**

**Program: Associate of Applied Science in Management 2+2**

<b>A. Program Learning Outcomes Summary</b>			
<b>Program Learning Outcome</b>		<b>Primary Targeted Courses</b>	<b>Methods of Assessment</b>
<b>A1</b>	Have an appropriate mastery of general business terminology, principles, practices and skills.	MGMT 202 ETS Exam	Projects Comprehensive Exams ETS Exam
<b>A2</b>	Understand the roles of manager, management theory, organizational structure and culture, and develop key managerial skills to be used at any level of management.	MGMT 151, 202, 253	Projects Comprehensive Exams
<b>A3</b>	Demonstrate an understanding of leadership fundamentals, effective team building, motivation theories and the strategic decision making process.	MGMT 151, 202	Projects Comprehensive Exams
<b>A4</b>	Demonstrate an understanding of the terminology and concepts associated with managing a small business.	MGMT 155, 255	Projects Comprehensive Exams
<b>A5</b>	Demonstrate an understanding of the business plan and gain experience in preparing one.	MGMT 155, 255	Feasibility Analysis Business Plan
<b>A6</b>	Have the necessary skills and competencies to continue with their education on the baccalaureate level.	ETS Exam	ETS Exam

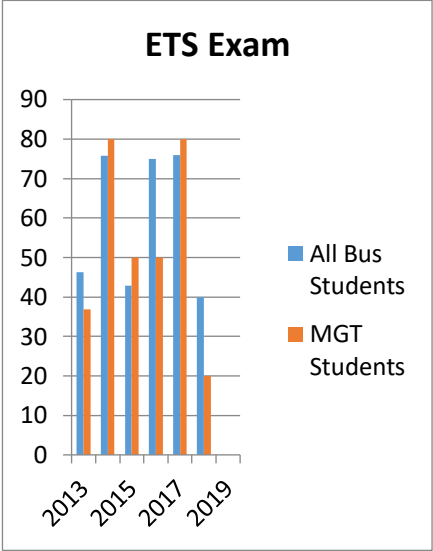
<b>Course Key Listing</b>			
MGMT 151	Supervisory Management	MGMT 253	Human Resource Management
MGMT 155	Fundamentals of Entrepreneurship	MGMT 255	Small Business Management
MGMT 202	Principles of Management		

## B. Analysis of Results – AAS in Management

### Analysis of Results

Performance Measure (Competency)	Description of Measurement	Areas of Success	Analysis and Action Taken	Results of Actions Taken (during the following year)	Insert Graph or Chart of Resulting Trends (graph up to five years of data)																													
<p><b>(A1)</b> Have an appropriate mastery of general business terminology, principles, practices and skills.</p>	<p>MGMT 202-Group Project-Target average of 80%</p> <p>MGMT 202-Comprehensive Final-Target average of 70%</p> <p>ETS Business Major Field Test – Management Mean Score Above the National Mean Management Score</p>	<p>MGMT 202 – 70% of students receive 80% or better on group project</p> <p>MGMT 202 - 70% of students receive 70% or better on Final Exam</p> <p>Management Average Mean Score above the national mean score for graduating business students</p>	<p>Due to changes in personnel, it was decided to use grade distribution for assessment periods prior to 2014.</p> <p>MGMT 202 – 2014: 70%; 2015: 25%; 2016: 60%; 2017: 60.9%; 2018: 31.67; 2019:15.7% of students receive 70% or better on Final Exam</p> <p>MGMT 202 – 2014: 76%; 2015: 80%; 2016: 71.7%; 2017: 70.3%; 2018: 83.3%; 2019: 58% of students receive 80% or better on project</p>		<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <table border="1" style="display: none;"> <caption>MGT Grade Distribution</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>2011</td><td>85%</td></tr> <tr><td>2012</td><td>80%</td></tr> <tr><td>2013</td><td>70%</td></tr> </tbody> </table> </div> <div style="border: 1px solid black; padding: 5px;"> <h3 style="text-align: center;">MGMT 202</h3> <table border="1" style="display: none;"> <caption>MGMT 202 Comparison</caption> <thead> <tr><th>Year</th><th>Final (%)</th><th>Project (%)</th></tr> </thead> <tbody> <tr><td>2014</td><td>70</td><td>76</td></tr> <tr><td>2015</td><td>25</td><td>80</td></tr> <tr><td>2016</td><td>61</td><td>72</td></tr> <tr><td>2017</td><td>61</td><td>70</td></tr> <tr><td>2018</td><td>32</td><td>83</td></tr> <tr><td>2019</td><td>16</td><td>58</td></tr> </tbody> </table> </div>	Year	Percentage	2011	85%	2012	80%	2013	70%	Year	Final (%)	Project (%)	2014	70	76	2015	25	80	2016	61	72	2017	61	70	2018	32	83	2019	16	58
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## B. Analysis of Results – AAS in Management

			<p>2013 KVCTC Management students are 9.5% below the nation mean.</p> <p>2014 – 80% of Management students &amp; 75.5% of all business studies students scored higher than the national mean</p> <p>2015-42.9% of Management students &amp; 50% of all business studies students scored higher than the national mean</p> <p>2016-50% of Management students &amp; 75% of all business studies students scored higher than the national mean</p> <p>2017-80% of Management students &amp; 76% of all business studies students scored higher than the national mean</p> <p>2018-20% of Management students &amp; 40% of all business studies students scored higher than the national mean</p> <p>2019-0% of Management students &amp; 0% of all business studies students scored higher than the national mean</p>	
<p><b>(A2)</b> Understand the roles of manager, management theory, organizational structure and</p>	<p>MGMT 202- Group Project- Target average of 80%</p> <p>MGMT 202- Comprehensive Final- Target average of 70%</p>	<p>MGMT 202 – 70% of students receive 80% or better on group project</p> <p>MGMT 202 - 70% of students receive 70% or better on Final Exam</p>	<p>Due to changes in personnel, it was decided to use grade distribution for assessment periods prior to 2014.</p> <p>MGMT 202 – 2014: 70%; 2015: 25%; 2016: 60%; 2017:</p>	

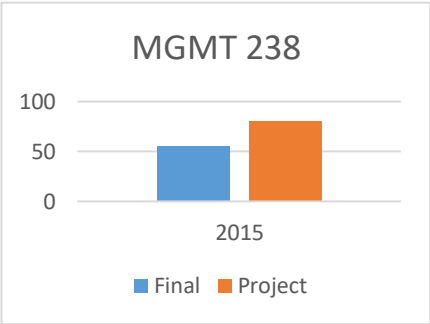
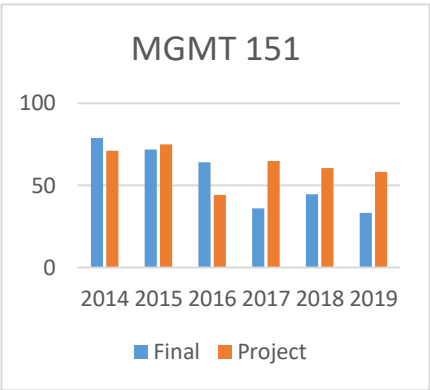
## B. Analysis of Results – AAS in Management

<p>culture, and develop key managerial skills to be used at any level of management.</p>	<p>MGMT 151- Group Project-Target average of 80%</p> <p>MGMT 151- Comprehensive Final-Target average of 70%</p> <p>MGMT 238: The percentage of students that made a 70% or better on the Exams.</p> <p>MGMT 238: The percentage of students that made a 70% or better on their project.</p> <p>MGMT 253: The percentage of students that made a 70% or better on the Exams.</p> <p>MGMT 253: The percentage of students that made a 70% or better on their project.</p>	<p>MGMT 151 – 70% of students receive 80% or better on group project</p> <p>MGMT 151 - 70% of students receive 70% or better on Final Exam</p> <p>MGMT 238 – 70% of students receive 70% or better on group project</p> <p>MGMT 238 - 70% of students receive 70% or better on Final Exam</p> <p>MGMT 253 – 70% of students receive 70% or better on Final Exam</p> <p>MGMT 253 - 70% of students receive 70% or better on Group Project</p>	<p>60.9%; 2018: 31.67%; 2019: 15.7% of students receive 70% or better on Final Exam</p> <p>MGMT 202 – 2014: 76%; 2015: 80%; 2016: 71.7%; 2017: 70.3%; 2018: 83.3%; 2019: 58% of students receive 80% or better on project</p> <p>MGMT 151 -2014: 79%; 2015: 72%; 2016: 64%; 2017: 36%; 2018: 44.7%; 2019: 33.3% of students receive 70% or better on Final Exam</p> <p>MGMT 151 – 2014: 70%; 2015: 75%; 2016: 44%; 2017: 65%; 2018: 60.5%; 2019: 58.3% of students receive 80% or better on project</p>		<div data-bbox="1591 139 1969 464"> <table border="1"> <caption>202 Grade Distribution</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2011</td> <td>~85%</td> </tr> <tr> <td>2012</td> <td>~80%</td> </tr> <tr> <td>2013</td> <td>~70%</td> </tr> </tbody> </table> </div> <div data-bbox="1591 472 2003 789"> <table border="1"> <caption>MGMT 202</caption> <thead> <tr> <th>Year</th> <th>Final (%)</th> <th>Project (%)</th> </tr> </thead> <tbody> <tr> <td>2014</td> <td>~70</td> <td>~75</td> </tr> <tr> <td>2015</td> <td>~30</td> <td>~80</td> </tr> <tr> <td>2016</td> <td>~60</td> <td>~70</td> </tr> <tr> <td>2017</td> <td>~60</td> <td>~70</td> </tr> <tr> <td>2018</td> <td>~40</td> <td>~85</td> </tr> <tr> <td>2019</td> <td>~20</td> <td>~55</td> </tr> </tbody> </table> </div> <div data-bbox="1591 829 2018 1138"> <table border="1"> <caption>151 Grade Distribution</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2011</td> <td>~60%</td> </tr> <tr> <td>2012</td> <td>~90%</td> </tr> <tr> <td>2013</td> <td>~75%</td> </tr> </tbody> </table> </div>	Year	Percentage	2011	~85%	2012	~80%	2013	~70%	Year	Final (%)	Project (%)	2014	~70	~75	2015	~30	~80	2016	~60	~70	2017	~60	~70	2018	~40	~85	2019	~20	~55	Year	Percentage	2011	~60%	2012	~90%	2013	~75%
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**B. Analysis of Results – AAS in Management**

MGMT 238 – 2014: Not Offered; 2015: 56% of students receive 70% or better on Final Exam

MGMT 238 – 2014: Not Offered; 2015: 81% of students receive 70% or better on group project



## B. Analysis of Results – AAS in Management

			<p>MGMT 253- 2016:93.75%; 2017: 55.6% 2018: 83.3%; 2019: 9.1% of students receive 70% or better on Final Exam</p> <p>MGMT 253 –2016: 100%; 2017: 77.8% 2018: 25%; 2019: 64% of students receive 70% or better on group project</p>	<table border="1" style="margin: 0 auto; border-collapse: collapse;"> <caption>MGMT 253 Data</caption> <thead> <tr> <th>Year</th> <th>Final Exam (%)</th> <th>Project (%)</th> </tr> </thead> <tbody> <tr> <td>2016</td> <td>93.75</td> <td>100</td> </tr> <tr> <td>2017</td> <td>55.6</td> <td>77.8</td> </tr> <tr> <td>2018</td> <td>83.3</td> <td>25</td> </tr> <tr> <td>2019</td> <td>9.1</td> <td>64</td> </tr> </tbody> </table>	Year	Final Exam (%)	Project (%)	2016	93.75	100	2017	55.6	77.8	2018	83.3	25	2019	9.1	64														
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<p><b>(A3)</b> Demonstrate an understanding of leadership fundamentals, effective team building, motivation theories and the strategic decision making process.</p>	<p>MGMT 202- Group Project- Target average of 80%</p> <p>MGMT 202- Comprehensive Final- Target average of 70%</p> <p>MGMT 151- Group Project-Target average of 80%</p> <p>MGMT 151- Comprehensive Final- Target average of 70%</p>	<p>MGMT 202 – 70% of students receive 80% or better on group project</p> <p>MGMT 202 - 70% of students receive 70% or better on Final Exam</p> <p>MGMT 151 – 70% of students receive 80% or better on group project</p> <p>MGMT 151 - 70% of students receive 70% or better on Final Exam</p>	<p>Due to changes in personnel, it was decided to use grade distribution for assessment periods prior to 2014.</p> <p>MGMT 202 – 2014: 70%; 2015: 25%; 2016: 60%; 2017: 60.9%; 2018: 31.67; 2019: 15.7% of students receive 70% or better on Final Exam</p> <p>MGMT 202 – 2014: 76%; 2015: 80%; 2016: 71.7%; 2017: 70.3%; 2018: 83.3%; 2019: 58% of students receive 80% or better on project</p>	<div style="text-align: center;"> <table border="1" style="margin: 0 auto; border-collapse: collapse;"> <caption>202 Grade Distribution Data</caption> <thead> <tr> <th>Year</th> <th>Score (%)</th> </tr> </thead> <tbody> <tr> <td>2011</td> <td>85</td> </tr> <tr> <td>2012</td> <td>80</td> </tr> <tr> <td>2013</td> <td>70</td> </tr> </tbody> </table> </div> <div style="text-align: center; margin-top: 20px;"> <table border="1" style="margin: 0 auto; border-collapse: collapse;"> <caption>MGMT 202 Data</caption> <thead> <tr> <th>Year</th> <th>Final Exam (%)</th> <th>Project (%)</th> </tr> </thead> <tbody> <tr> <td>2014</td> <td>70</td> <td>76</td> </tr> <tr> <td>2015</td> <td>25</td> <td>80</td> </tr> <tr> <td>2016</td> <td>60</td> <td>71.7</td> </tr> <tr> <td>2017</td> <td>60.9</td> <td>70.3</td> </tr> <tr> <td>2018</td> <td>31.67</td> <td>83.3</td> </tr> <tr> <td>2019</td> <td>15.7</td> <td>58</td> </tr> </tbody> </table> </div>	Year	Score (%)	2011	85	2012	80	2013	70	Year	Final Exam (%)	Project (%)	2014	70	76	2015	25	80	2016	60	71.7	2017	60.9	70.3	2018	31.67	83.3	2019	15.7	58
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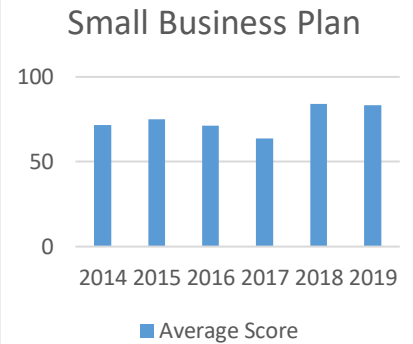
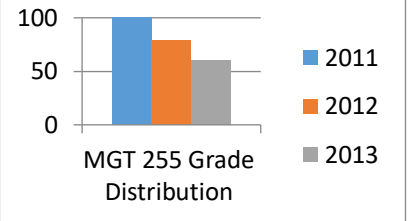
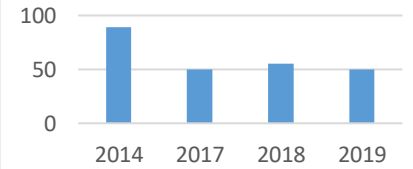
## B. Analysis of Results – AAS in Management

			<p>MGMT 151 -2014: 79%; 2015: 72%; 2016: 64%; 2017: 36%; 2018: 44.7%; 2019: 33.3% of students receive 70% or better on Final Exam</p>		<table border="1" style="margin-top: 5px;"> <caption>151 Grade Distribution</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2011</td> <td>58%</td> </tr> <tr> <td>2012</td> <td>90%</td> </tr> <tr> <td>2013</td> <td>72%</td> </tr> </tbody> </table>	Year	Percentage	2011	58%	2012	90%	2013	72%													
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<p><b>(A4)</b> Demonstrate an understanding of the terminology and concepts associated with managing a small business.</p>	<p>MGMT 155- Feasibility Analysis- Target average of 70%</p> <p>MGMT 255- Business Plan- Target average of 70%</p>	<p>MGMT 155 – 70% of students receive a 70% or higher on their feasibility study</p> <p>MGMT 255 – 70% of students receive a 70% or higher on their Small Business Plan</p>	<p>Due to changes in personnel, it was decided to use grade distribution for assessment periods prior to 2014.</p>		<table border="1" style="margin-top: 5px;"> <caption>MGT 155 Grade Distribution</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2011</td> <td>90%</td> </tr> <tr> <td>2012</td> <td>88%</td> </tr> <tr> <td>2013</td> <td>84%</td> </tr> </tbody> </table>	Year	Percentage	2011	90%	2012	88%	2013	84%													
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			<p>MGMT 155 – 2014:89%; 2015: <b>No data available.</b>; 2016: <b>No data available.</b>; 2017: 50%; 2018: 55.5%; 2019: 50% of students received 70% or better on Feasibility Study</p>																							

## B. Analysis of Results – AAS in Management

2016-New instructor teaching the course; used different project. Going forward will implement feasibility study again beginning spring 2017.

MGMT 255 – 2014: 71.7%; 2015: 75.1%; 2016: 71.4%; 2017: 63.6%; 2018: 84%; 2019: 83.3% average grade on Small Business Plan







## B. Analysis of Results – AAS in Management

			<p>2016-New instructor teaching the course; used different project. Going forward will implement feasibility study again beginning spring 2017.</p> <p>MGMT 255 – 2014: 71.7%; 2015: 75.1%; 2016: 71.4%; 2017: 63.6%; 2018: 84%; 2019: 83.3% average grade on Small Business Plan</p>		<table border="1" style="margin: 0 auto;"> <caption>Small Business Plan - Average Score</caption> <thead> <tr> <th>Year</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>Spring 2016</td> <td>70</td> </tr> <tr> <td>Spring 2017</td> <td>63</td> </tr> <tr> <td>2018</td> <td>83</td> </tr> </tbody> </table>	Year	Average Score	Spring 2016	70	Spring 2017	63	2018	83							
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<p><b>(A6)</b> Have the necessary skills and competencies to continue with their education on the baccalaureate level.</p>	<p>ETS Business Major Field Test – Management Mean Score Above the National Mean Management Score</p>	<p>Management Average Mean Score above the national mean score for graduating business students</p>	<p>KVCTC Management students are 9.5% below the nation mean. A reason for this score could be that the graduating students do not take the test as serious as they should because the grade on the exam does not directly influence whether or not they will fail the capstone course. The students do not have an incentive presented to them to do “well” on the national exam.</p> <p>During the 2014, 75.8% of the Management students’ scored above the national management mean.</p> <p>2015-42.9% of Management students &amp; 50% of all business studies students scored higher than the national mean</p> <p>2016-50% of Management students &amp; 75% of all business</p>		<table border="1" style="margin: 0 auto;"> <caption>ETS Exam - Scores</caption> <thead> <tr> <th>Year</th> <th>All Bus Students</th> <th>MGT Students</th> </tr> </thead> <tbody> <tr> <td>2013</td> <td>47</td> <td>37</td> </tr> <tr> <td>2015</td> <td>76</td> <td>80</td> </tr> <tr> <td>2017</td> <td>75</td> <td>80</td> </tr> <tr> <td>2019</td> <td>40</td> <td>20</td> </tr> </tbody> </table>	Year	All Bus Students	MGT Students	2013	47	37	2015	76	80	2017	75	80	2019	40	20
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**B. Analysis of Results – AAS in Management**

			<p>studies students scored higher than the national mean</p> <p>2017-80% of Management students &amp; 76% of all business studies students scored higher than the national mean</p> <p>2018-20% of Management students &amp; 40% of all business studies students scored higher than the national mean</p> <p>2019-0% of Management students &amp; 0% of all business studies students scored higher than the national mean</p>		
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### C. Course Specific Outcomes Assessment Plan

		Program Specific Courses Assessed for Learning Outcomes													
		MGMT 151	MGMT 160	MGMT 170		MGMT 202		MGMT 155		MGMT 253		MGMT 255			
<b>Program Learning Outcome Assessed</b>	A1					X								<b>Criteria For Evaluation</b>	
	A2	X				X			X						
	A3	X				X									
	A4		X	X				X				X			
	A5							X				X			
<b>Assessment Year</b>		21	22	22		20		20		20		19			
<b><u>Methods of Assessment</u></b>															
Graduate Survey														At least 80% of students have satisfactory or above ratings on survey	
Projects			X	X		X		X		X		X		At least 80% of students receive passing grades on projects according to grading rubric.	
Comprehensive Final Exams/Exams			X	X		X		X		X				At least 75% of student obtain passing grade on comprehensive final exam	
ETS Major Field Test in Business						X		X		X				All Business Studies graduates average mean accounting score is at or above the national average mean score.	
Homework and/or Quizzes						X		X		X		X		At least 70% of students accurately complete homework at 90% ratings on or above. 80% of students receive passing quiz grades of 65% or better.	
Student Evaluations		X	X	X		X		X		X				At least 75% of responded students have satisfactory ratings with knowledge and skill obtained through coursework.	

### C. Course Specific Outcomes Assessment Plan

		Program Specific Courses Assessed for Learning Outcomes												
		MGMT 151	MGMT 160	MGMT 170		MGMT 202		MGMT 155		MGMT 253		MGMT 255		
<b>Program Learning Outcome Assessed</b>	A1					X								<b>Criteria For Evaluation</b>
	A2	X				X			X					
	A3	X				X								
	A4		X	X				X				X		
	A5							X				X		
<b>Assessment Year</b>		21	22	22		20		20		20		19		
<b><u>Methods of Assessment</u></b>														
General Education Portfolio				X		X		X		X				At least 75% of student receive a “meets criteria” rating or above in all categories for which course artifacts were submitted

## C. Course Specific Assessment Report

Course Selected for Review:

**MGMT 255: Small Business Management**

<u>Program:</u> <b>AAS in Management</b> <u>Date Being Reviewed:</u> <b>2018-2019</b>		<u>Instructor:</u> <b>Robert Parker</b> <u>Program Coordinator:</u> <b>Austin O'Connor</b>		
Course Specific Student Learning Outcomes	Methods of Assessment	Criteria for Success	Summary of Assessment Data Collected	Actions Taken Based on Findings
<b>C1</b> Define and explain entrepreneurship and what a small business is.	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Project</li> <li>• Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>• 70% of students score 70% or better on Presentation</li> <li>• 70% of students score 70% or better on Project.</li> <li>• 70% of students score 70% or better on Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	
<b>C2</b> Discuss the different forms of business ownership.	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Project</li> <li>• Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>• 70% of students score 70% or better on Presentation</li> <li>• 70% of students score 70% or better on Project.</li> <li>• 70% of students score 70% or better on Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	
<b>C3</b> Describe the different types of financing for small business and how to go about getting financing.	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Project</li> <li>• Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>• 70% of students score 70% or better on Presentation</li> <li>• 70% of students score 70% or better on Project.</li> <li>• 70% of students score 70% or better on Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	

## C. Course Specific Assessment Report

Course Selected for Review:

**MGMT 255: Small Business Management**

<p><u>Program:</u> <b>AAS in Management</b></p> <p><u>Date Being Reviewed:</u> <b>2018-2019</b></p>		<p><u>Instructor:</u> <b>Robert Parker</b></p> <p><u>Program Coordinator:</u> <b>Austin O'Connor</b></p>		
Course Specific Student Learning Outcomes	Methods of Assessment	Criteria for Success	Summary of Assessment Data Collected	Actions Taken Based on Findings
<p><b>C4</b> Demonstrate an understanding of all facets of business. (Management, marketing, accounting, finance, economics and forecasting).</p>	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Project</li> <li>• Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>• 70% of students score 70% or better on Presentation</li> <li>• 70% of students score 70% or better on Project.</li> <li>• 70% of students score 70% or better on Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	
<p><b>C5</b> Perform basic financial planning and control for a small business.</p>	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Project</li> <li>• Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>• 70% of students score 70% or better on Presentation</li> <li>• 70% of students score 70% or better on Project.</li> <li>• 70% of students score 70% or better on Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	
<p><b>C6</b> Plan, write and present a semi-professional or better business plan.</p>	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Project</li> <li>• Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>• 70% of students score 70% or better on Presentation</li> <li>• 70% of students score 70% or better on Project.</li> <li>• 70% of students score 70% or better on Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	

