

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

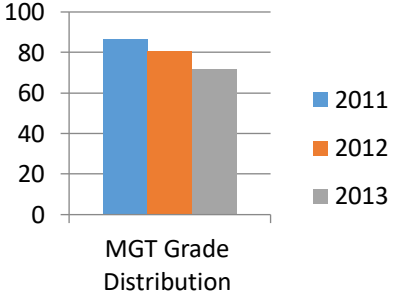
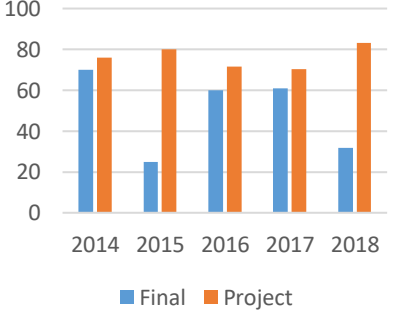
## Program: Associate of Applied Science in Management - Entrepreneurship

A. Program Learning Outcomes Summary			
Program Learning Outcome		Primary Targeted Courses	Methods of Assessment
A1	Have an appropriate mastery of general business terminology, principles, practices and skills.	MGMT 202 ETS Exam	Projects Comprehensive Exams ETS Exam
A2	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
A3	Demonstrate an understanding of leadership fundamentals, effective team building, motivation theories and the strategic decision making process.	MGMT 151, 202, 266	Projects Comprehensive Exams Supervisor Reports
A4	Demonstrate an understanding of the terminology and concepts associated with managing a small business.	MGMT 155, 160, 170, 255	Projects Comprehensive Exams
A5	Demonstrate an understanding of the business plan and gain experience in preparing one.	MGMT 155, 255	Feasibility Analysis Business Plan

Course Key Listing			
MGMT 151	Supervisory Management	MGMT 253	Human Resource Management
MGMT 155	Fundamentals of Entrepreneurship	MGMT 255	Small Business Management
MGMT 202	Principles of Management	MGMT 160	Funding Your Venture
MGMT 266	Entrepreneurship Mentorship	MGMT 170	Opportunity Analysis

## 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)
(A1) Have an appropriate mastery of general business terminology, principles, practices and skills.	<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 70% 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 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% of students receive 80% or better on group project</p>	<p>Students are not taking the final exam as seriously as they should this could be due to knowing what they need on the final in order to get the desire grade in the course.</p> <p>No action is required at this time for the MGMT 202 project.</p>	 <p style="text-align: center;">MGT Grade Distribution</p>  <p style="text-align: center;">MGMT 202</p>

## B. Analysis of Results – AAS in Management

2013 KVCTC Management students are 9.5% below the nation mean.

2014 – 80% of Management students & 75.5%; 2016: of all business studies students scored higher than the national mean

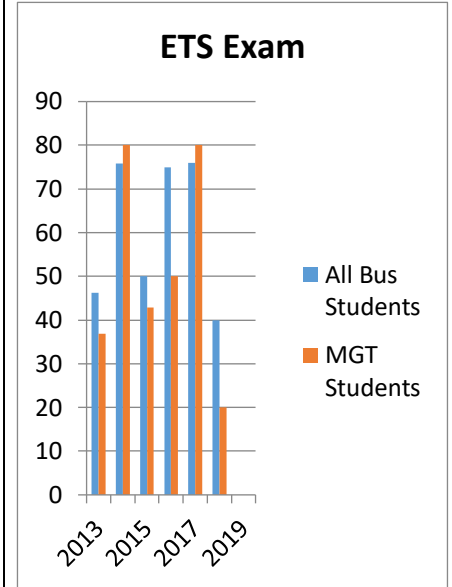
2015-42.9% of Management students & 50% of all business studies students scored higher than the national mean

2016-50% of Management students & 75% of all business studies students scored higher than the national mean

2017-80% of Management students & 76% of all business studies students scored higher than the national mean

2018-20% of Management students & 40% of all business studies students scored higher than the national mean

2018-0% of Management students & 0% of all business studies students scored higher than the national mean

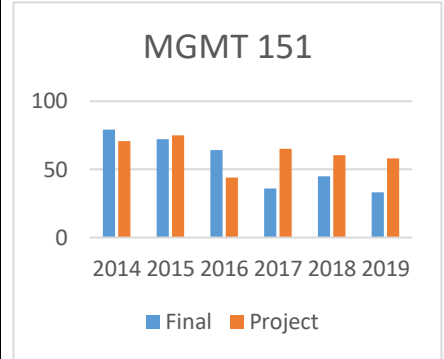


## B. Analysis of Results – AAS in Management

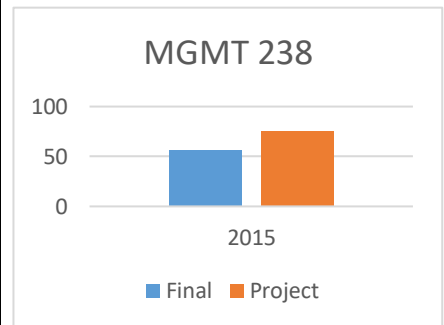
<p><b>(A2)</b></p> <p>Understand the roles of manager, management theory, organizational structure and culture, and develop key managerial skills to be used at any level of management.</p>	<p>MGMT 202- Group Project- Target average of 80%</p> <p>MGMT 202- Comprehensive Final- Target average of 70%</p> <p>MGMT 151- Group Project-Target average of 80%</p> <p>MGMT 151- Comprehensive Final- Target average of 70%</p> <p>MGMT 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 202 – 70% of students receive 70% 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>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>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 group 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>	<div><p>202 Grade Distribution</p><table><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><p>MGMT 202</p><table><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>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> <div><p>151 Grade Distribution</p><table><thead><tr><th>Year</th><th>Percentage</th></tr></thead><tbody><tr><td>2011</td><td>58</td></tr><tr><td>2012</td><td>88</td></tr><tr><td>2013</td><td>72</td></tr></tbody></table></div>	Year	Percentage	2011	85	2012	80	2013	70	Year	Final (%)	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	Year	Percentage	2011	58	2012	88	2013	72
Year	Percentage																																								
2011	85																																								
2012	80																																								
2013	70																																								
Year	Final (%)	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																																							
Year	Percentage																																								
2011	58																																								
2012	88																																								
2013	72																																								

## B. Analysis of Results – AAS in Management

MGMT 151 – 2014: 70%;  
2015: 75%; 2016: 44%;2017:  
65%; 2018:60.5%;  
2019:58.3% of students  
receive 80% or better on group  
project

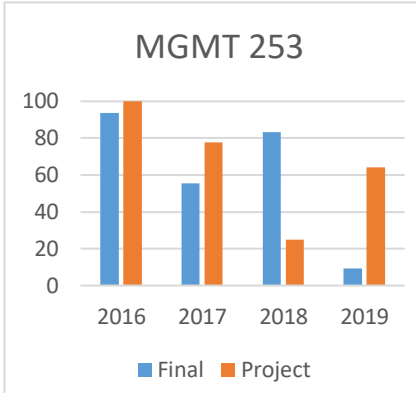
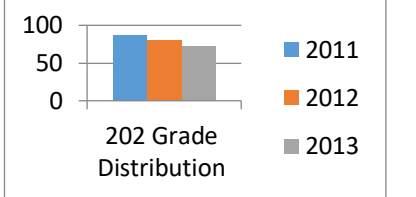
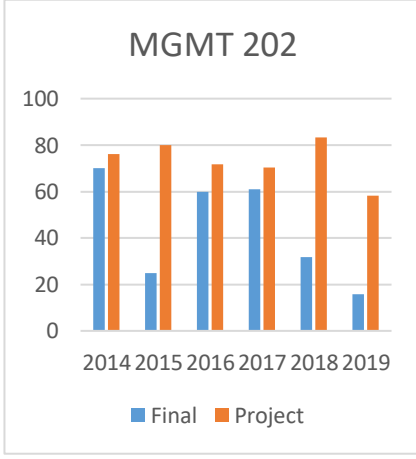


MGMT 238 – 2014: Not  
Offered; 2015: 56% of  
students receive 70% or better  
on Final Exam



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>		<div><p>MGMT 253</p><table><thead><tr><th>Year</th><th>Final</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></div>	Year	Final	Project	2016	93.75%	100%	2017	55.6%	77.8%	2018	83.3%	25%	2019	9.1%	64%													
Year	Final	Project																															
2016	93.75%	100%																															
2017	55.6%	77.8%																															
2018	83.3%	25%																															
2019	9.1%	64%																															
<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 266- Supervisors reports on the student</p>	<p>MGMT 202 – 70% of students receive 70% 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 70% or better on group project</p> <p>MGMT 151 - 70% of students receive 70% or better on Final Exam</p> <p>MGMT 266 - 70% of students receive 70% or better on the supervisor reports on the student</p>	<p>Due to changes in personnel, it was decided to use grade distribution for assessment periods prior to 2014.</p> <p style="text-align: center;"><b><u>2014</u></b></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: 58.3% of students</p>	<div><div><table><thead><tr><th>Year</th><th>2011</th><th>2012</th><th>2013</th></tr></thead><tbody><tr><td>2011</td><td>90</td><td>85</td><td>75</td></tr></tbody></table></div><div><p>MGMT 202</p><table><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>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>58.3</td></tr></tbody></table></div></div>	Year	2011	2012	2013	2011	90	85	75	Year	Final	Project	2014	70	76	2015	25	80	2016	60	71.7	2017	60.9	70.3	2018	31.67	83.3	2019	15.7	58.3
Year	2011	2012	2013																														
2011	90	85	75																														
Year	Final	Project																															
2014	70	76																															
2015	25	80																															
2016	60	71.7																															
2017	60.9	70.3																															
2018	31.67	83.3																															
2019	15.7	58.3																															

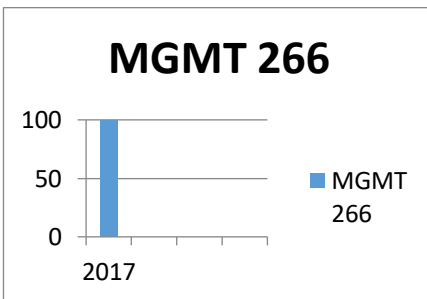
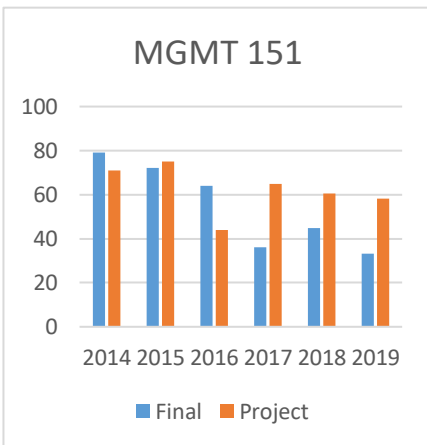
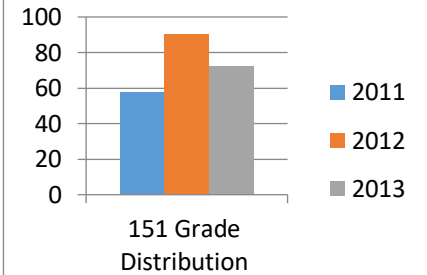
## B. Analysis of Results – AAS in Management

receive 80% or better on group project

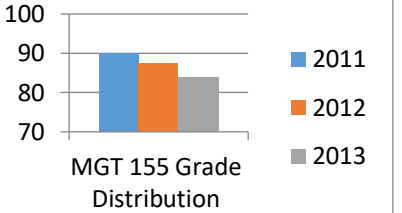
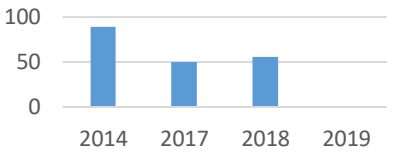
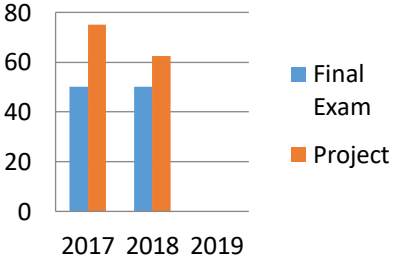
MGMT 151 -2014: 79%;  
2015: 72%; 2016: 64%; 2017:  
36%; 2018: 44.7%; 2019:  
33.3% of students receive  
70% or better on Final Exam

MGMT 151 – 2014: 70%;  
2015: 75%; 2016: 44%; 2017:  
65%; 2018: 60.5%; 2019:  
58.3% of students receive 80%  
or better on group project

MGMT 266 – 2017: 100%;  
2018: **NO DATA**; 2019: **NO  
DATA**



## B. Analysis of Results – AAS in Management

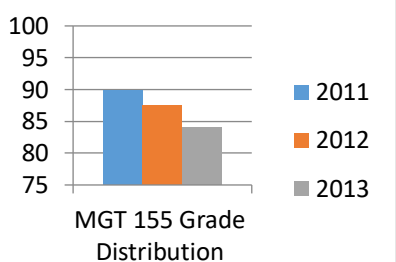
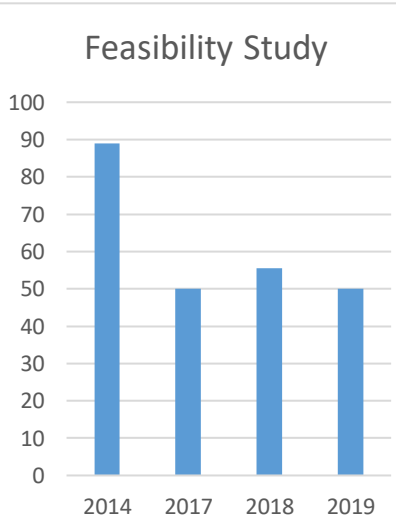
<p><b>(A4)</b> Demonstrate an understanding of the terminology and concepts associated with managing a small business.</p>	<p>MGMT 155-Feasibility Analysis- Target average of 70%</p>	<p>MGMT 155 – 70% of students receive a 70% or higher on their feasibility study</p> <p>MGMT 255 – 70% of students receive 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> <p style="text-align: center;"><b><u>2014</u></b></p> <p>MGMT 155 – 2014: 89%; 2015: <b>No data available.</b> 2016: <b>No data available.</b> 2017: 50%; 2018: 55.5%; 2019: of students received 70% or better on Feasibility Study</p>		 <p style="text-align: center;">MGT 155 Grade Distribution</p>
	<p>MGMT 255-Business Plan-Target average of 70%</p>		<p>MGMT 160 – 2017: 50%; 2018: 50%; 2019: of students receive 70% or better on Final Exam</p>		 <p style="text-align: center;">Feasibility Study</p>
	<p>MGMT 160-Comprehensive Final-Target average of 70%</p>	<p>MGMT 160-70% of students receive 70% or better on Final Exam</p>	<p>MGMT 160 – 2017: 75%; 2018: 62.5%; 2019: of students receive 70% or better on project</p>		 <p style="text-align: center;">MGMT 160</p>
	<p>MGMT 160-Project-Target average of 70%</p> <p>MGMT 170-Comprehensive</p>	<p>MGMT 160-70% of students receive 70% or better on project</p> <p>MGMT 170-70% of students receive 70% or better on Final Exam</p>			



## B. Analysis of Results – AAS in Management

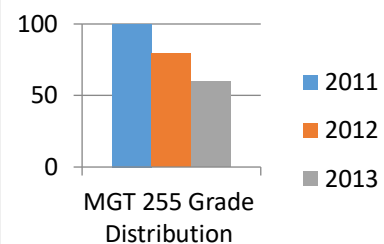
	<p>Final-Target average of 70%</p> <p>MGMT 170-Project-Target average of 70%</p>	<p>MGMT 160-70% of students receive 70% or better on project</p>	<p>MGMT 170 – 2017: 50%; 2018: 57.1%; 2019: of students receive 70% or better on Final Exam</p> <p>MGMT 170 – 2017: 75%; 2018: 57.1%; 2019: of students receive 70% or better on project</p> <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>	<div><h3>MGMT 170</h3><table><tr><th>Year</th><th>Final Exam</th><th>Project</th></tr><tr><td>2017</td><td>50</td><td>75</td></tr><tr><td>2018</td><td>57.1</td><td>57.1</td></tr><tr><td>2019</td><td>75</td><td>75</td></tr></table></div> <div><table><tr><th>Year</th><th>Grade Distribution</th></tr><tr><td>2011</td><td>100</td></tr><tr><td>2012</td><td>80</td></tr><tr><td>2013</td><td>60</td></tr></table></div> <div><h3>Small Business Plan</h3><table><tr><th>Year</th><th>Average Score</th></tr><tr><td>2014</td><td>71.7</td></tr><tr><td>2015</td><td>75.1</td></tr><tr><td>2016</td><td>71.4</td></tr><tr><td>2017</td><td>63.6</td></tr><tr><td>2018</td><td>84</td></tr><tr><td>2019</td><td>83.3</td></tr></table></div>	Year	Final Exam	Project	2017	50	75	2018	57.1	57.1	2019	75	75	Year	Grade Distribution	2011	100	2012	80	2013	60	Year	Average Score	2014	71.7	2015	75.1	2016	71.4	2017	63.6	2018	84	2019	83.3
Year	Final Exam	Project																																				
2017	50	75																																				
2018	57.1	57.1																																				
2019	75	75																																				
Year	Grade Distribution																																					
2011	100																																					
2012	80																																					
2013	60																																					
Year	Average Score																																					
2014	71.7																																					
2015	75.1																																					
2016	71.4																																					
2017	63.6																																					
2018	84																																					
2019	83.3																																					

## B. Analysis of Results – AAS in Management

<p><b>(A5)</b> Demonstrate an understanding of the business plan and gain experience in preparing one.</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> <p><u><b>2014</b></u></p> <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>		<div><p>MGT 155 Grade Distribution</p><table><thead><tr><th>Year</th><th>Grade Distribution</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></div> <div><p>Feasibility Study</p><table><thead><tr><th>Year</th><th>Percentage</th></tr></thead><tbody><tr><td>2014</td><td>89</td></tr><tr><td>2017</td><td>50</td></tr><tr><td>2018</td><td>55.5</td></tr><tr><td>2019</td><td>50</td></tr></tbody></table></div>	Year	Grade Distribution	2011	90	2012	88	2013	84	Year	Percentage	2014	89	2017	50	2018	55.5	2019	50
Year	Grade Distribution																						
2011	90																						
2012	88																						
2013	84																						
Year	Percentage																						
2014	89																						
2017	50																						
2018	55.5																						
2019	50																						

## B. Analysis of Results – AAS in Management

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



### C. Course Specific Outcomes Assessment Plan

		Program Specific Courses Assessed for Learning Outcomes												Criteria For Evaluation
		MGMT 155	MGMT 160	MGMT 170		MGMT 202		MGMT 155		MGMT 253		MGMT 255		
Program Learning Outcome Assessed	A1					X								
	A2	X				X				X				
	A3	X				X								
	A4		X	X				X				X		
	A5							X				X		
Assessment Year		21	22	22		21		20		20		19		
<u>Methods of Assessment</u>														
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.

## C. Course Specific Outcomes Assessment Plan

		Program Specific Courses Assessed for Learning Outcomes												Criteria For Evaluation
		MGMT 155	MGMT 160	MGMT 170		MGMT 202		MGMT 155		MGMT 253		MGMT 255		
Program Learning Outcome Assessed	A1					X								
	A2	X				X				X				
	A3	X				X								
	A4		X	X				X				X		
	A5							X				X		
Assessment Year		21	22	22		21		20		20		19		
<u>Methods of Assessment</u>														
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.
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**

Program:

**AAS in Management**

Date Being Reviewed:

**2018-2019**

Instructor:

**Robert Parker**

Program Coordinator:

**Austin O'Connor**

Course Specific Student Learning Outcomes		Methods of Assessment	Criteria for Success	Summary of Assessment Data Collected	Actions Taken Based on Findings
C1	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>	•	•
C2	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>	•	•

## C. Course Specific Assessment Report

Course Selected for Review:

**MGMT 255-Small Business Management**

Program:

**AAS in Management**

Date Being Reviewed:

**2018-2019**

Instructor:

**Robert Parker**

Program Coordinator:

**Austin O'Connor**

Course Specific Student Learning Outcomes		Methods of Assessment	Criteria for Success	Summary of Assessment Data Collected	Actions Taken Based on Findings
<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>	•	•
<b>C4</b>	Demonstrate an understanding of all facets of business. (Management, marketing, accounting, finance, economics and forecasting).	<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>	•	•
<b>C5</b>	Perform basic financial planning and control for a small business.	<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>	•	•

## C. Course Specific Assessment Report

Course Selected for Review:

**MGMT 255-Small Business Management**

Program:

**AAS in Management**

Date Being Reviewed:

**2018-2019**

Instructor:

**Robert Parker**

Program Coordinator:

**Austin O'Connor**

Course Specific Student Learning Outcomes		Methods of Assessment	Criteria for Success	Summary of Assessment Data Collected	Actions Taken Based on Findings
C6	Plan, write and present a semi-professional or better business plan.	<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>	<ul style="list-style-type: none"> <li>•</li> </ul>