

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

## Program: Associate of Applied Science in Management-Occupational Specialty

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	Projects Comprehensive Exams
A4	Demonstrate an understanding of the terminology and concepts associated with managing a small business.	MGMT 155, 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
A6	Have the necessary skills and competencies to continue with their education on the baccalaureate level.	ETS Exam	ETS Exam

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		

## 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 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><table><caption>MGT Grade Distribution</caption><thead><tr><th>Year</th><th>Percentage of students receiving 80% or better</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><table><caption>MGMT 202</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	Percentage of students receiving 80% or better	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>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>		<div><div>ETS Exam</div><table><thead><tr><th>Year</th><th>All Bus Students</th><th>MGT Students</th></tr></thead><tbody><tr><td>2013</td><td>45</td><td>38</td></tr><tr><td>2015</td><td>75</td><td>80</td></tr><tr><td>2017</td><td>75</td><td>50</td></tr><tr><td>2019</td><td>40</td><td>20</td></tr></tbody></table></div>	Year	All Bus Students	MGT Students	2013	45	38	2015	75	80	2017	75	50	2019	40	20
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<p><b>(A2)</b></p> <p>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>																	

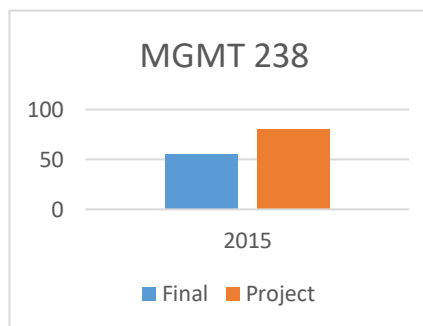
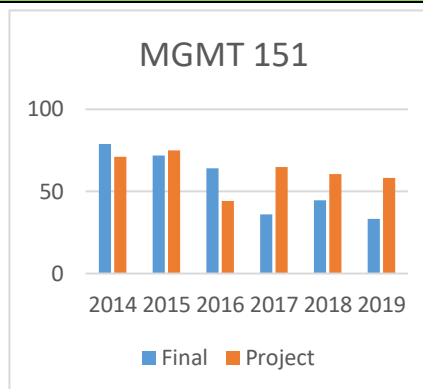
## B. Analysis of Results – AAS in Management

<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 136 1969 461"> <p>202 Grade Distribution</p> </div> <div data-bbox="1591 472 2003 789"> <p>MGMT 202</p> </div> <div data-bbox="1591 829 2003 1138"> <p>151 Grade Distribution</p> </div>
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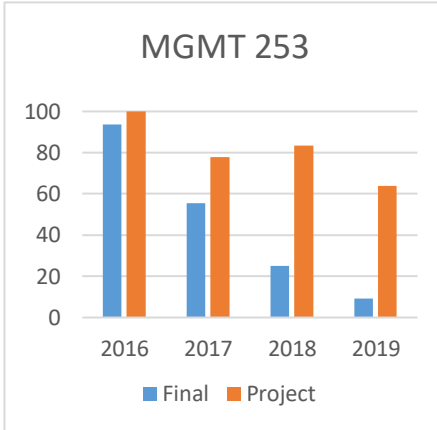
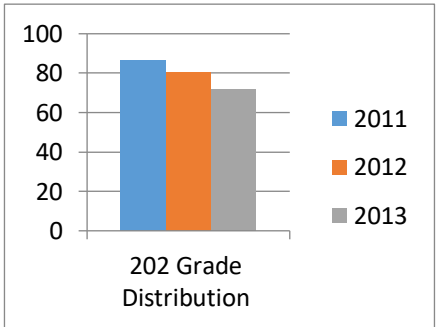
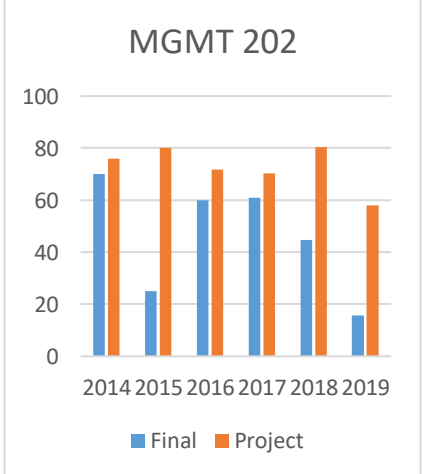
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MGMT 238 – 2014: Not Offered; 2015: 56% of students receive 70% or better on Final Exam

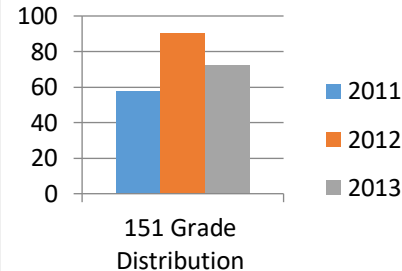
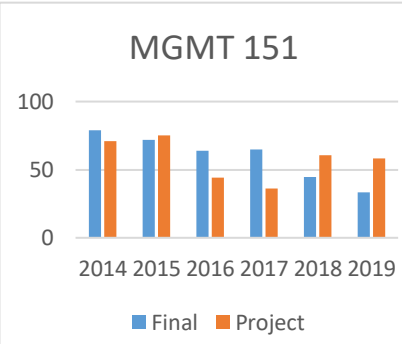
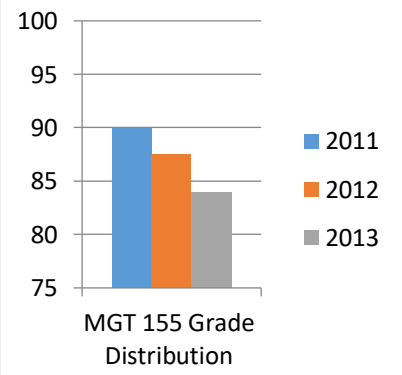
MGMT 238 – 2014: Not Offered; 2015: 81% of students receive 70% or better on group project



## 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><caption>MGMT 253 Data</caption><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>	Year	Final	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>	 <table><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>  <table><caption>MGMT 202 Data</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>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>	Year	Score	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%
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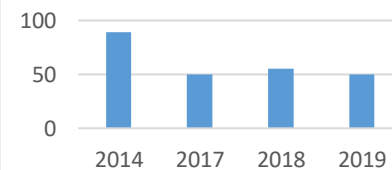
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<p><b>(A4)</b> Demonstrate an understanding of the terminology and concepts associated with managing a small business.</p>	<p>MGMT 155- Feasibility Analysis- Target average of 70%</p> <p>MGMT 255- Business Plan- Target average of 70%</p>	<p>MGMT 155 – 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> <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><table><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></div>	Year	Percentage	2011	90%	2012	88%	2013	84%																					
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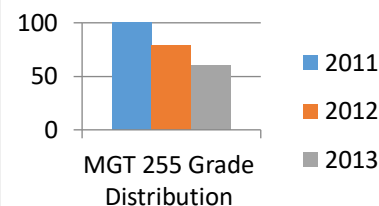
## B. Analysis of Results – AAS in Management

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

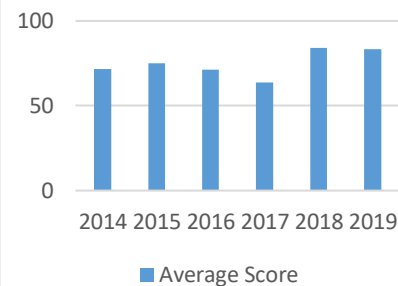
MGMT 255 – 2014: 71.7%; 2015: 75.1%; 2016: 71.4%; 2017: 63.6%; 2018: 84%; 2019: 83.3% average grade on Small Business Plan



Feasibility Study



Small Business Plan





## B. Analysis of Results – AAS in Management

<p><b>(A5)</b></p> <p>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>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><table><caption>MGT 155 Grade Distribution</caption><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>87</td></tr><tr><td>2013</td><td>84</td></tr></tbody></table></div> <div><table><caption>Feasibility Study</caption><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> <div><table><caption>MGT 255 Grade Distribution</caption><thead><tr><th>Year</th><th>Grade Distribution</th></tr></thead><tbody><tr><td>2011</td><td>100</td></tr><tr><td>2012</td><td>80</td></tr><tr><td>2013</td><td>60</td></tr></tbody></table></div>	Year	Grade Distribution	2011	90	2012	87	2013	84	Year	Percentage	2014	89%	2017	50%	2018	55.5%	2019	50%	Year	Grade Distribution	2011	100	2012	80	2013	60
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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>		<div><p>ETS Exam</p><table border="1"><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>50</td></tr><tr><td>2019</td><td>40</td><td>20</td></tr></tbody></table></div>	Year	All Bus Students	MGT Students	2013	47	37	2015	76	80	2017	75	50	2019	40	20
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## B. Analysis of Results – AAS in Management

			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 2019-0% of Management students & 0% of all business studies students scored higher than the national mean		
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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		
Program Learning Outcome Assessed	A1					X								Criteria For Evaluation
	A2	X				X				X				
	A3	X				X								
	A4		X	X				X				X		
	A5							X				X		
Assessment Year		21	22	22		20		20		20		19		
<u>Methods of Assessment</u>														
Graduate Survey														
Projects			X	X		X		X		X		X		
Comprehensive Final Exams/Exams			X	X		X		X		X				
ETS Major Field Test in Business						X		X		X				
Homework and/or Quizzes						X		X		X		X		
Student Evaluations		X	X	X		X		X		X				

## C. Course Specific Outcomes Assessment Plan

		Program Specific Courses Assessed for Learning Outcomes												Criteria For Evaluation
		MGMT 151	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		20		20		20		19		
<u>Methods of Assessment</u>														
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
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>	<ul style="list-style-type: none"><li>•</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>	<ul style="list-style-type: none"><li>•</li></ul>	
C3	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**

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
C4	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>	•	
C5	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>	•	
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>	•	

