

Business Management – Certificate Learning Outcomes Assessment

Core Courses:

ACCT 2010, ACCT 2020, BUS 1050, BUS 2200, CIS 1020, ENGL 1010, FIN 1380, MGT 1020, MGT 2070, MKTG 1030, MKTG 1960

SLCC Learning Outcome #1 - Acquire substantive knowledge in the discipline of their choice sufficient for further study and/or demonstrate competencies required by employers to be hired and succeed in the workplace.

Program Objective/Student Outcomes	Program Assessment
1.1 Demonstrate reading and critical thinking skills on a level appropriate for a first year student.	1.1 Exams, classroom and group discussions, written reports, team research projects, formal presentations, and case study analyses.
1.2 Understand fundamentals of business and the relationship of business to our society on a level appropriate for a first year student.	1.2 Exams, classroom and group discussions, written reports, team research projects, formal oral presentations, case study analyses, debates, and position papers.
1.3 Understand how ethical behavior in our personal and business practices enhance and improve our society and economy on a level appropriate for a first year student.	1.3 Exams, classroom and group discussions, written reports, team research projects, formal presentations, and case study analyses.
1.4 Demonstrate knowledge of ethical behavior in the management of human relations on a level appropriate for a first year student.	1.4 Exams, classroom and group discussions, written reports, team research projects, formal presentations, and case study analyses.
1.5 Demonstrate knowledge of local and national laws and our legal system on a level appropriate for a second year student.	1.5 Understand how basic economics apply to warehousing, transportation, and sales of products and services on a level appropriate for a first year student.

LO #1 Program Performance Indicators

- When the outcome lends itself to a direct measurement, an average percentage between 77-80% of the program indicator level is acceptable.
- When the outcome lends itself to an indirect measurement, 85% or higher of the responses in the “Agree” and “Somewhat Agree” range combined is the accepted indicator level.
- When the objective concerns another course, passing the course is the desired outcome.

SLCC Learning Outcome #2 – Communicate Effectively

Program Objective/Student Outcomes	Program Assessment
2.1 Validate the ability to communicate effectively by successfully completing MGT core courses.	2.1 Classroom and group discussions, written reports, team research projects, formal oral presentations, and debates.
2.2 Demonstrate effective communication by successfully completing BUS 2200.	2.2 Classroom and group discussions, written business documents, peer review, team research projects, formal presentations, and debates.
2.3 Communicate effectively by successfully completing the written portion of homework assignments and exams.	2.3 Written business documents, peer review, and team research projects.
2.4 Communicate effectively while working in groups and teams in the classroom.	2.4 Classroom and group discussions, peer review, team research projects, formal oral presentations, and debates.
2.5 Communicate effectively using credible research data.	2.5 Written reports, exams, oral presentations, peer review, and team research projects

LO #2 Program Performance Indicators

- When the outcome lends itself to a direct measurement, an average percentage between 77-80% of the program indicator level is acceptable.
- When the outcome lends itself to an indirect measurement, 85% or higher of the responses in the “Agree” and “Somewhat Agree” range combined is the accepted indicator level.
- When the objective concerns another course, passing the course is the desired outcome.

SLCC Learning Outcome #3 - Develop Quantitative Literacies for their chosen field of study

Program Objective/Student Outcomes	Program Assessment
3.1 Demonstrate quantitative literacy by successfully completing management quantitative core courses.	3.1 Exams, classroom and group discussions, written reports, team research projects, formal oral presentations, and case study analyses.
3.2 Choose and perform appropriate quantitative analyses	3.2 Case analysis, statistical data analysis, financial computational problems, and exams.
3.3 Use appropriate computer software to perform data analyses and to enhance decision making.	3.3 Exams, written reports, team research projects, formal oral presentations, and case study analyses.

LO #3 Program Performance Indicators

- When the outcome lends itself to a direct measurement, an average percentage between 77-80% of the program indicator level is acceptable.
- When the outcome lends itself to an indirect measurement, 85% or higher of the responses in the “Agree” and “Somewhat Agree” range combined is the accepted indicator level.
- When the objective concerns another course, passing the course is the desired outcome.

SLCC Learning Outcome #4 - Think Critically

Program Objective/Student Outcomes	Program Assessment
4.1 Demonstrate critical thinking skills through analysis, synthesis, evaluation, and application in core and elective business courses	4.1 Exams, classroom and group discussions, written reports, team research projects, formal oral presentations, and case study analyses.
4.2 Extract relevant data from complex information, process it appropriately, and draw reasonable conclusions	4.2 Case analyses, statistical data analysis, financial computational problems, and exams.
4.3 Collaborate on team case studies and research projects and oral presentations.	4.3 Classroom and group discussions, peer review, and debates.

LO #4 Program Performance Indicators

- When the outcome lends itself to a direct measurement, an average percentage between 77-80% of the program indicator level is acceptable.
- When the outcome lends itself to an indirect measurement, 85% or higher of the responses in the “Agree” and “Somewhat Agree” range combined is the accepted indicator level.
- When the objective concerns another course, passing the course is the desired outcome.

SLCC Learning Outcome #5 - Develop the Knowledge and Skills to be Civically Engaged, and/or work with others in a professional and constructive manner.

Program Objective/Student Outcomes	Program Assessment
5.1 Recognize the ethical considerations that are inherently involved in business.	5.1 Classroom and group discussions, peer review, team research projects, formal oral presentations, position papers, and debates.
5.2 Engage in principled dialogue on civic issues in a professional and constructive manner.	5.2 Classroom and group discussions, peer review, debates, position papers, and analyses of professional business lectures.
5.3 Take a leadership and/or group member role in discussions and projects.	5.3 Classroom and group discussions, debates, team research projects.
5.4 Connect with local business organizations.	5.4 Group discussions, peer review, debates, position papers, service learning projects, internships, and executive lectures.
5.5 Work with a local business to conduct research and present a written report and/or appropriate documents for the organization.	5.5 Group discussions, written reports, and formal oral presentations.

LO #5 Program Performance Indicators

- When the outcome lends itself to a direct measurement, an average percentage between 77-80% of the program indicator level is acceptable.
- When the outcome lends itself to an indirect measurement, 85% or higher of the responses in the “Agree” and “Somewhat Agree” range combined is the accepted indicator level.
- When the objective concerns another course, passing the course is the desired outcome.