



OECERT Occupational Endorsement Certificate Business Leadership

Academic Assessment Plan

Adopted by

The Management, Marketing, Logistics, & Business Analytics Dept faculty:
November 16, 2020

Reviewed by the Academic Assessment Committee: 2/19/21
Reviewed by the Faculty Senate as an information item: 3/5/21

Introduction

The purpose of this document is to provide a guide for assessing the overall academic effectiveness of the Occupational Endorsement Certificate (OEC) offered by the College of Business and Public Policy (CBPP). This document addresses the needs of accreditors, administrators, external stakeholders, students, and faculty. Accreditors set general standards. Administrators set general standards. These standards require that goals, objectives, and outcomes achieved are aligned with the mission statements of the program and the College. Administrators are accountable for program effectiveness and ensuring the program is delivering expected student learning outcomes (SLOs). The assessment of student learning outcomes is critical in affirming the OEC program is meeting the expectations of external stakeholders (i.e., employers and business community) in relation to

PROGRAM STUDENT LEARNING OUTCOMES AND MEASURES

A description of the measures used in the assessment of the student learning outcomes and associated artifacts are summarized in Table 2.

Table 2 ±SLO and Assessment Measures

SLO	Course	Semester	Assessment Tools
Objective 1.1 - Demonstrate knowledge of the differences between business and not-for-profit organizations.	BA151	Fall & Spring	Written papers, case analysis, group project, quizzes, oral reports, and exams
Objective 1.2 - Explain the concepts of business ethics and social responsibility.	BA A151	Fall & Spring	Written papers, case analysis, group project, quizzes, oral reports, and exams
Objective 1.3 - Describe the basic forms of business ownership and the advantages and disadvantages of each form.	BA A151	Fall & Spring	Written papers, case analysis, group project, quizzes, oral reports, and exams
Objective 2.1 - Explain how effective human resource management is critical to accomplishing company goals.	BA A231	Fall & Spring	Written papers, case analysis, group project, quizzes, oral reports, and exams
Objective 2.2 - Identify the three types of skills necessary for managerial success and describe the managerial functions of planning, organizing, leading, and controlling.	BA A231	Fall & Spring	Written papers, case analysis, group project, quizzes, oral reports, and exams
Objective 3.1 - Complete a comprehensive, hands-on project utilizing spreadsheet, database, word processing, and presentation software.	CIS A110	Fall & Spring	Written papers, case analysis, group project, quizzes, oral reports, and exams

SLO

Course

Semester

Assessment
Tools

Appendix A: Course level direct assessment
OEC Business Leadership
 BA-A151 INTRODUCTION TO BUSINESS

Measure Description:

Course instructors will measure the following degree program objectives in this course:

Objective 1.1 - Demonstrate knowledge of the differences between business and not-for-profit organizations.
Objective 1.2 - Explain the concepts of business ethics and social responsibility.
Objective 1.3 - Describe the basic forms of business ownership and the advantages and disadvantages of each form.

Instructors may choose from the following instruments to assess student learning outcomes:

Instrument	Description
1. Written Papers	Compose varied length papers as part of business course assignments
2. Case Analysis	Analyze aspects of a business case; develop conclusions and/or recommendations
3. Group Projects	Work in teams to produce a product (report, software, presentation, business plan, etc.)
4. Quizzes	General course or specific course objective measurement quizzes
5. Oral Reports	Individual reports delivered orally
6. Exams	Utilize specific questions in an exam that relate to the stated objective as a measure. Note: You may not use the entire exam score unless the exam is exclusively on the objectives measured here.

For each of the objectives instructors will complete the attached cover sheets indicating which instruments were utilized to assess student learning outcomes. Course instructors will assess individual student work as not meeting, meeting, or exceeding the program objective.

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 REMHFWLYH \$Q\ JUDGHV DERYH D 3 & ' ZLOO EH FRQVLGHUHG
 completed for each objective for each student and submitted to the Assessment Coordinator in Academic Affairs for recording. One copy of student work determined to not meet, meet, and exceed the course objective should be included for each objective for a total of 3 samples of student work per objective. The work samples do not need to come from the same student.

Factors that affect the collected data:

COVER SHEET
 COURSE LEVEL DIRECT ASSESSMENT
 OBJECTIVE 1.1
 BA-A151 INTRODUCTION TO BUSINESS

Student Name _____

Objective Measure:

Objective 1.1-Demonstrate knowledge of the differences between business and not-for-profit organizations.

Instruments:

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers		Case Analysis		Group Projects		Exams	
Quizzes		Oral Reports		Other Specify			

Assessment:

How well did the student perform on the objective? Not met Met Exceeded

COVER SHEET
 COURSE LEVEL DIRECT ASSESSMENT
 OBJECTIVE 1.3
 BA-A151 INTRODUCTION TO BUSINESS

Student Name _____

Objective Measure:

Objective 1.3-Describe the basic forms of business ownership and the advantages and disadvantages of each form.

Instruments:

Please indicate which of the following instruments you utilized to assess student learning of the above objective:

Written Papers		Case Analysis		Group Projects		Exams	
Quizzes		Oral Reports		Other Specify			

Appendix B: Course level direct assessment
OEC Business Leadership
BA-

Factors that affect the collected data:

- x The reliability of the instrument to effectively measure the considered outcome.
- x Student ability to effectively utilize the instrument. For example, some students might be better at expressing themselves orally than in writing.
- x Length of time between concept discussion and assessment.
- x Student motivation.
- x Clarity of the instrument and/or assignment.

Any of these factors can distort results for individual students or classes. However, this data will be compared to data on student perceived learning and gaps between the two can serve as possible indicators of ineffective course level assessment.

How to interpret the data:

Step 1: Determine whether each student met, did not meet, or exceeded the objective.

Step 2: Determine the percentage of sampled students who have met the objective.

Step 3: Data analysis will occur on two levels: 1) Students enrolled in the course and not enrolled in the degree program; and 2) Students enrolled in the degree program.

This data will be used to assess both course level and degree program student learning effectiveness.

COVER SHEET
COURSE LEVEL DIRECT ASSESSMENT
OBJECTIVE 2.2
BA-A231 PRINCIPLES OF SUPERVISION

Student Name _____

Objective Measure:

Objective 3.2 - Identify the three types of skills necessary for

Appendix A: Course level direct assessment
OEC Business Leadership
CIS 110

Any of these factors can distort results for individual students or classes. However, this data will be compared to data on student perceived learning and gaps between the two can serve as possible indicators of ineffective course level assessment.

How to interpret the data:

Step 1: Determine whether each student met, did not meet, or exceeded the objective.

Step 2: Determine the percentage of sampled students who have met the objective.

Step 3: Data analysis will occur on two levels: 1) Students enrolled in the course and not enrolled in the degree program; and 2) Students enrolled in the degree program.

This data will be used to assess both course level and degree program student learning effectiveness.

COVER SHEET
COURSE LEVEL DIRECT ASSESSMENT
OBJECTIVE 3.1
CIS-A110 COMPUTER CONCEPTS IN BUSINESS

Student Name _____

Obj

