

Student Learning Outcomes Assessment Summary

Certificate, Applied Business Management

UAF Community and Technical College

2017-2018

Submitted by: Mark Young
Contact Information: 455-2861
Mdyoung2@alaska.edu
Date: 5/11/2018

1. Assessment information collected

Previously, Student Learning Outcomes Assessment (SLOA) has not been consistently conducted or information collected was not clearly related to learning outcomes. Based on information provided over the past year the Applied Business and Applied Accounting program has developed a new approach to SLOA with clear guidelines in an attempt to better evaluate whether our students meet the intended outcomes of the program. We are currently implementing these assessment measures and have been collecting data over the 2016/17 and 2017/18 academic years. See attached SLOA Plan.

2. Conclusions drawn from the information summarized above

Based on the data collected from the following courses: ABUS F101, ABUS F154, ABUS F155, ABUS F271 and BA F151X the following conclusions have been made. Our average enrollment was 23 students per course, with an average grade of 76%, including non-completers. However, of those that completed the courses the average grade was 86%. The Applied Business program had established a bench mark of 85%. The Applied Business program has established a minimum enrollment goal of 14 students. Goal achieved in minimum enrollments and average grades of completers!

In addition to enrollment and grading criteria, a gamification event, "Liberty Air" was implemented in the spring 2018 BA F151X in person course. This simulation game required students to work in various roles and as teams through four different crisis situations; labor relations, public relations, hedging, and a hostile takeover. At the end of each crisis, through algorithms embedded in the program, students were given

feedback as to the decisions they made. This simulation exercise directly demonstrated the students interpersonal, teamwork and communication skills. In addition, based on their individual decisions, the game provided the students with feedback on their leadership and provided them with suggested resources to further understand their leadership style.

While consistency in accomplishing SLOA has not been reliable in the past, the Applied Business program has a plan in place that is measurable, but flexible, allowing for us to adapt to the ever changing needs in business education.

3. Curricular changes resulting from conclusions drawn above

Renaming and revision of course content from ABUS F274 eCommerce to ABUS F274 Business in a Digital World to incorporate emerging trends and digital citizenship as an integral part of a successful brick and mortar and online business.

Renaming and revision of course content from ABUS F83 Advanced Job Readiness Skillsto ABUS F183 Skills for Job Hunt to be more descriptive and relevant for those seeking to enter the job market.

4. Identify the faculty members involved in reaching the conclusions drawn above and agreeing upon the curricular changes resulting

Mark Young, Jean Heusinkveld, Andy Anger

5. Has your SLOA plan been updated to include assessment of the program's Communication Plan, as required by Faculty Senate motion? (required for baccalaureate programs only)

The Applied Business program only offers Occupational Endorsements, Certificates and Associate of Applied Science Degrees, and as such the Communication Plan is not required for the Applied Business program. However, effective communications is crucial in business. Our SLOA established assessment criteria and procedures in addressing the area of communication.