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 student learning outcomes assessment 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 starting collecting data this past academic year. 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 F203, ABUS F210 ABUS F271 and BA F151X the following conclusions can be made. Our average enrollment was 23 students per course, with an average grade of 64%, including non-completers. However, of those that completed the courses the average grade was 86%. The Applied Business program had established a benchmark of 85%, with a minimum enrollment of 14 students per course. 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 varying roles and as team 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 exercises 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 style and provided them with suggest resources to further understand their leadership style.

Accounting students were assigned the role of Chief Financial Officer.

While consistency in accomplishing Student Learning Outcomes Assessment (SLOA) has not be reliable in the past, the Applied Accounting program has a plan in place that is measurable, but flexible, allowing us to adapt to the ever changing needs in accounting and business related 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 Skills to 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.