

		Analysis of Results			
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)
Measurable goal	Do not use grades.	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?	
What is your goal?	(Indicate type of instrument) direct, formative, internal, comparative				

Program: Associate of Applied Science in Business Administration (Program Outcomes 1-6 listed below are used in both the Entrepreneurship Concentration and the Management Concentration. Each concentration has one additional outcome specific to it, 7E for Entrepreneurship and 7M for Management.

Course(s): Vary by Outcome

Program Outcomes Measurable Goals: 70% of students will express competence in each assessment. Competence is defined as a score of 70% or better on each individual assessment.

**AAS PROGRAM OUTCOME 1:
Be able to apply accounting terms and concepts to make business decisions.**

At least 70% of students assessed in ACCT 2113 each semester during the reporting period (AY 16-17 and AY 17-18) will be able to demonstrate the ability to apply accounting terms and concepts to make business decisions.

ACCT 2113

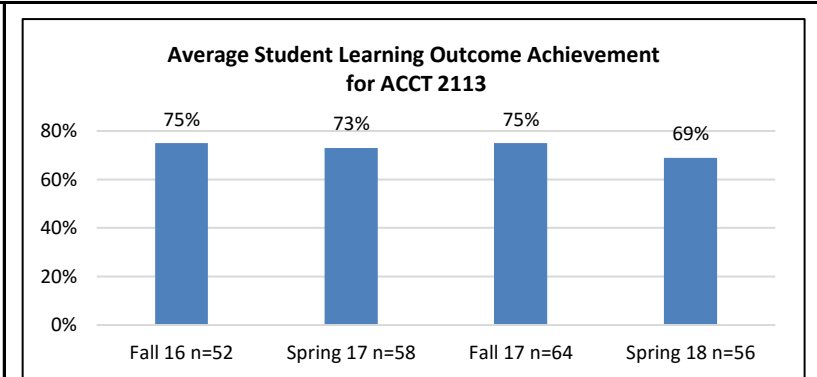
Summative, Internal
At the end of each semester, faculty teaching the course will administer a Learning Outcomes Assessment.

Semesters included are: Fall 2016, Spring 2017, Fall 2016, Spring 2018.

For the reported periods, all semesters exceeded the acceptable level of 70% for the program outcome, except Spring 2018, which was 69%. One lecture class section was not assessed which may have affected the results. Online classes tend to have lower results on learning outcome assessments. Overall, students have demonstrated the ability to apply accounting terms and concepts for making business decisions.

The results have shown more emphasis needs to be made for learning outcomes for online classes in this course, while maintaining or exceeding the level of student learning for the other classes.

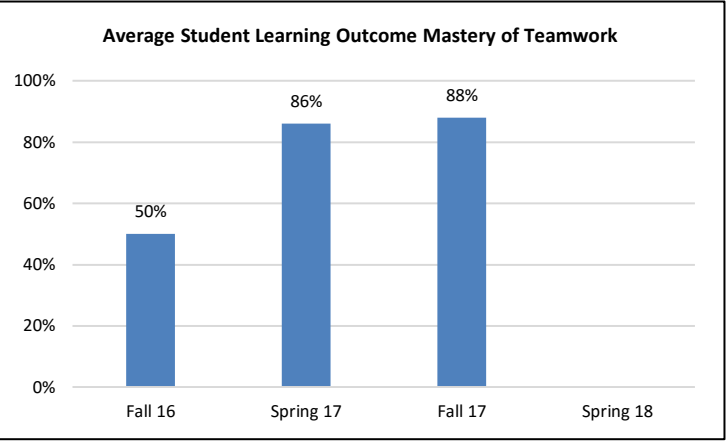
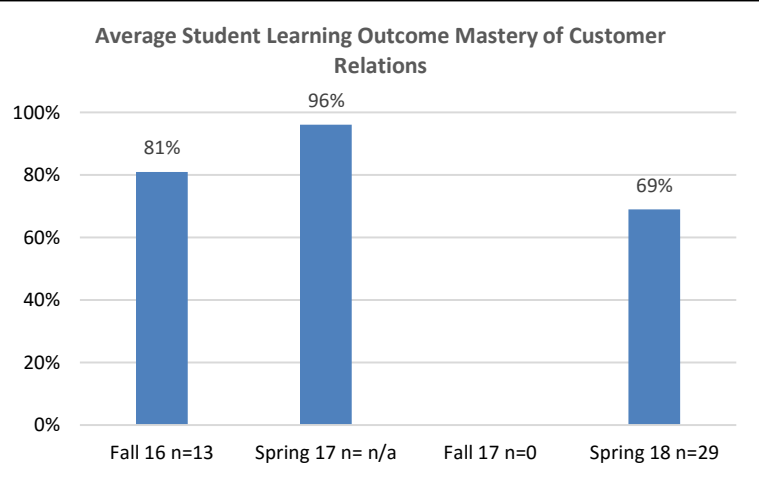
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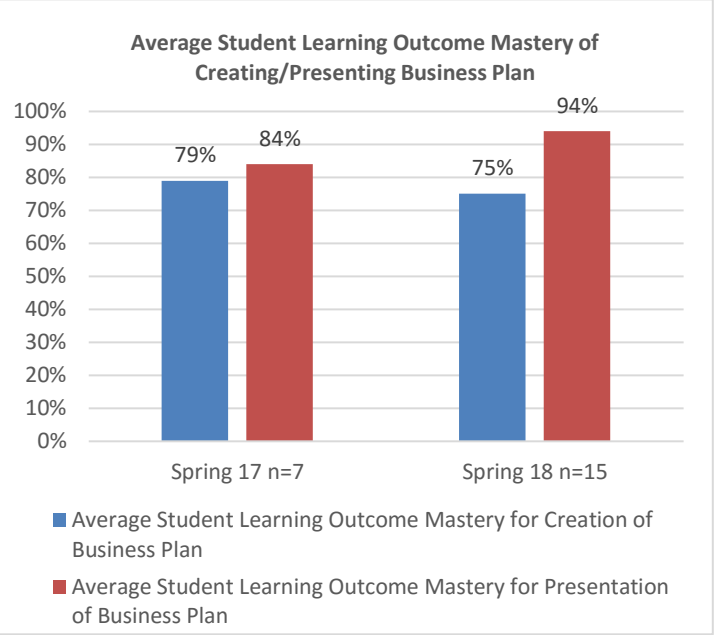
<p>AAS PROGRAM OUTCOME 2: Be able to apply economic theory in business decisions.</p> <p>At least 70% of students assessed in ECON 2223, 2213, & 2113 each semester during the reporting period (AY 16-17 and AY 17-18) will be able to demonstrate the application of economic theory in business decisions.</p> <p>ECON 2223 ECON 2213 ECON 2113</p>	<p>Summative, Internal At the end of each semester, faculty teaching the course will administer a Learning Outcomes Assessment.</p> <p>Semesters included are: Fall 2016, Spring 2017, Fall 2016, Spring 2018.</p>	<p>ECON 2213 ECON 2223 ECON 2113</p> <p>Students performance exceeded 70% for all semesters in all courses.</p>	<p>ECON 2213 ECON 2223 ECON 2113</p> <p>The results show that student performance in economics courses continues to exceed the standard.</p>	<p>ECON 2213 ECON 2223 ECON 2113</p> <p>Economics faculty will continue to provide excellent instruction. Faculty will also continue to participate in professional development opportunities as available. Also, the Business Department will continue to seek out and maintain a qualified pool of adjuncts for economics courses.</p>	<div data-bbox="1922 214 2564 570"> <p>Average Student Learning Outcome Achievement for ECON 2213</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Achievement (%)</th> <th>n</th> </tr> </thead> <tbody> <tr> <td>Fall 16</td> <td>77%</td> <td>110</td> </tr> <tr> <td>Spring 17</td> <td>79%</td> <td>112</td> </tr> <tr> <td>Fall 17</td> <td>79%</td> <td>104</td> </tr> <tr> <td>Spring 18</td> <td>81%</td> <td>118</td> </tr> </tbody> </table> </div> <div data-bbox="1922 613 2564 969"> <p>Average Student Learning Outcome Achievement for ECON 2223</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Achievement (%)</th> <th>n</th> </tr> </thead> <tbody> <tr> <td>Fall 16</td> <td>84%</td> <td>81</td> </tr> <tr> <td>Spring 17</td> <td>89%</td> <td>45</td> </tr> <tr> <td>Fall 17</td> <td>83%</td> <td>83</td> </tr> <tr> <td>Spring 18</td> <td>85%</td> <td>80</td> </tr> </tbody> </table> </div> <div data-bbox="1922 1013 2564 1406"> <p>Average Student Learning Outcome Mastery for ECON 2113</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Mastery (%)</th> <th>n</th> </tr> </thead> <tbody> <tr> <td>Fall 16</td> <td>82%</td> <td>118</td> </tr> <tr> <td>Spring 17</td> <td>75%</td> <td>125</td> </tr> <tr> <td>Fall 17</td> <td>89%</td> <td>124</td> </tr> <tr> <td>Spring 17</td> <td>81%</td> <td>145</td> </tr> </tbody> </table> </div>	Semester	Achievement (%)	n	Fall 16	77%	110	Spring 17	79%	112	Fall 17	79%	104	Spring 18	81%	118	Semester	Achievement (%)	n	Fall 16	84%	81	Spring 17	89%	45	Fall 17	83%	83	Spring 18	85%	80	Semester	Mastery (%)	n	Fall 16	82%	118	Spring 17	75%	125	Fall 17	89%	124	Spring 17	81%	145
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<p>AAS PROGRAM OUTCOME 3: Be able to use financial tools in making business decisions</p> <p>At least 70% of students assessed in FINA 1503 each semester during the reporting period (AY16-17 and AY17-18) will be able demonstrate the use financial tools in making business decisions.</p> <p>FINA 1503</p>	<p>Summative, Internal At the end of each semester, faculty teaching the course will administer a Learning Outcomes Assessment.</p> <p>Semesters included are: Fall 2016, Spring 2017, Fall 2016, Spring 2018.</p>	<p>During the previous QA report, (AY 14-15 and AY 15-16), this outcome was successfully met by 70% of students in Fall 14, Spring 15 and Spring 16, but not in Fall 15 (65%). During the current reporting period (AY 16-17 and AY 17-18) this outcome was successfully met in each semester.</p>	<p>The previous learning materials did not properly address this outcome. The Department reviewed the materials and came to the realization that a change was needed. An equal emphasis should be placed on business finance and personal finance to meet the objectives of this outcome.</p>	<p>The course syllabus was updated and the course learning materials were changed in AY 16-17 to support the syllabus. This led to spending more class time on this program outcome. The Business Department will continue to closely monitor student achievement of this learning outcome in order to maintain the general upward trend.</p>	<table border="1"> <caption>Average Student Learning Outcome Mastery for FINA 1503</caption> <thead> <tr> <th>Semester</th> <th>n</th> <th>Mastery %</th> </tr> </thead> <tbody> <tr> <td>Fall 16</td> <td>33</td> <td>94%</td> </tr> <tr> <td>Spring 17</td> <td>35</td> <td>72%</td> </tr> <tr> <td>Fall 17</td> <td>26</td> <td>92%</td> </tr> <tr> <td>Spring 18</td> <td>29</td> <td>87%</td> </tr> </tbody> </table>	Semester	n	Mastery %	Fall 16	33	94%	Spring 17	35	72%	Fall 17	26	92%	Spring 18	29	87%
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<p>AAS PROGRAM OUTCOME 4: Be able to identify legal considerations in business.</p> <p>At least 70% of students assessed in BUSN 2103 each semester during the reporting period (AY16-17 and AY 17-18) will be able to demonstrate the ability to identify legal considerations applicable in a business.</p> <p>BUSN 2103</p>	<p>Summative, Internal At the end of each semester, faculty teaching the course will administer a Learning Outcomes Assessment.</p> <p>Semesters included are: Fall 2016, Spring 2017, Fall 2016, Spring 2018.</p>	<p>During the last QA report, this outcome was successfully met each semester reported, with students performing at greater than 70% on average. During the current reporting period (AY 16-17 and AY 17-18), this outcome was successfully met in Fall 16, Spring 17, Fall 17, and Spring 18.</p>	<p>With the outcome being successfully met during all reported semesters, the department recognizes more focus needs to be placed by faculty on enhancing student learning.</p>	<p>The Business Department will continue to monitor closely student achievement of this learning outcome in order to proactively recognize downward trends.</p>	<table border="1"> <caption>Average Student Learning Outcome Mastery for BUSN 2103</caption> <thead> <tr> <th>Semester</th> <th>n</th> <th>Mastery %</th> </tr> </thead> <tbody> <tr> <td>Fall 16</td> <td>38</td> <td>89%</td> </tr> <tr> <td>Spring 17</td> <td>38</td> <td>91%</td> </tr> <tr> <td>Fall 17</td> <td>39</td> <td>91%</td> </tr> <tr> <td>Spring 18</td> <td>45</td> <td>80%</td> </tr> </tbody> </table>	Semester	n	Mastery %	Fall 16	38	89%	Spring 17	38	91%	Fall 17	39	91%	Spring 18	45	80%
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<p>AAS PROGRAM OUTCOME 5: Be able to use oral and written communication skills appropriate to targeted audiences</p> <p>At least 70% of students assessed in BUSN 2403 in each semester during the reporting period (AY 16-17 and AY 16-17) will be able to demonstrate the use of oral and written business communication skills appropriate to targeted audiences.</p> <p>BUSN 2403</p>	<p>Oral Presentation Assignment: Formative, Internal, Learning Outcome Assessment (assignment using departmentally-designed rubric) administered during the semester.</p> <p>Written Business Letter Assignment: Summative, Internal, Learning Outcome Assessment (assignment using departmentally-designed rubric) administered at the end of each semester.</p> <p>Semesters included are: Fall 2016, Spring 17, Fall 17.</p>	<p>These outcomes were successfully met each semester reported, with students performing at greater than 70% on average. During the current reporting period (AY 16-17 and AY 17-18), this outcome was successfully met in Fall 16, Spring 17, Fall 17 and Spring 18.</p>	<p>Student have successfully met the two outcomes measured in BUSN 2403, as in the past.</p>	<p>Students have shown success in these outcomes. Due to the importance of these skills faculty teaching the course continue to make modifications to ensure a continued success in obtaining oral and written business communication skills. As students advance to the workforce, these assessments will be closely inspected should a downward trend emerge.</p>	<table border="1"> <caption>Student Learning Outcome Mastery of Oral and Written Business Communication</caption> <thead> <tr> <th>Semester</th> <th>Average Student Learning Outcome Mastery for BUSN 2403 Business Letter Assignment</th> <th>Average Student Learning Outcome Mastery for BUSN 2403 Oral Presentation Assignment</th> </tr> </thead> <tbody> <tr> <td>Fall 16</td> <td>88%</td> <td>92%</td> </tr> <tr> <td>Spring 17</td> <td>79%</td> <td>79%</td> </tr> <tr> <td>Fall 17</td> <td>82%</td> <td>100%</td> </tr> <tr> <td>Spring 18</td> <td>0%</td> <td>0%</td> </tr> </tbody> </table>	Semester	Average Student Learning Outcome Mastery for BUSN 2403 Business Letter Assignment	Average Student Learning Outcome Mastery for BUSN 2403 Oral Presentation Assignment	Fall 16	88%	92%	Spring 17	79%	79%	Fall 17	82%	100%	Spring 18	0%	0%
Semester	Average Student Learning Outcome Mastery for BUSN 2403 Business Letter Assignment	Average Student Learning Outcome Mastery for BUSN 2403 Oral Presentation Assignment																		
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<p>AAS PROGRAM OUTCOME 6: Demonstrate tenets of professionalism including professional image, team work, and customer service.</p> <p>At least 70% of students assessed in BUSN 2403 in each semester during the reporting period (AY 16-17 and AY 17-18) will be able to demonstrate the tenets of professionalism including professional image, teamwork, and customer relations.</p> <p>BUSN 2403 BUSN 1303</p>	<p>Professional Image: Mock Interview Assignment - Summative, Internal, Learning Outcome Assessment (assignment using departmentally-designed rubric) taking place at the end of the semester.</p> <p>BUSN 2403</p> <p>Semesters included are: Fall 2016, Spring 2017, and Fall 2017.</p>	<p>The outcome of professional image was successfully met each semester reported, with students performing at greater than 70% on average. During the current reporting period (AY 16-17 and AY 17-18), this outcome was successfully met in Fall 16, Spring 17, Fall 17 and Spring 18.</p>	<p>Student have successfully met the outcome measured in BUSN 2403, as in the past.</p>	<p>Although the success of our students is evident, given the importance of these skills as students enter or try to advance in the workforce, these assessments should be closely examined each semester should a downward trend emerge. Faculty will continue to reinforce these important concepts. Business Advisory Board members consistently stress the importance of these skills.</p>	<table border="1"> <caption>Student Learning Outcome Mastery of Professional Image and Mock Interview</caption> <thead> <tr> <th>Semester</th> <th>Average Student Learning Outcome Mastery for BUSN 2403 Mock Interview Assignment</th> </tr> </thead> <tbody> <tr> <td>Fall 16</td> <td>100%</td> </tr> <tr> <td>Spring 17</td> <td>93%</td> </tr> <tr> <td>Fall 17</td> <td>76%</td> </tr> <tr> <td>Spring 18</td> <td>0%</td> </tr> </tbody> </table>	Semester	Average Student Learning Outcome Mastery for BUSN 2403 Mock Interview Assignment	Fall 16	100%	Spring 17	93%	Fall 17	76%	Spring 18	0%					
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	<p>Teamwork:</p> <p>Group Project Report and Peer Assessment Assignment - Formative Outcome Assessment (assignment using departmentally-designed rubric) taking place during the semester.</p> <p>BUSN 2403</p> <p>Semesters included are: Fall 2016, Spring 2017, and Fall 2017.</p>	<p>The outcome of professional image was successfully met each semester reported, with students performing at greater than 70% on average. During the current reporting period (AY 16-17 and AY 17-18), The outcome was not met in Fall 16, but this outcome was successfully met in Spring 17, Fall 17 and Spring 18 with an upward trend</p>	<p>With BUSN 2403 usually taken near the end of the program, student understand the importance of their studies and being able to communicate and work in a group to achieve a goal. Due to this students generally do well.</p>	<p>The Business Department, along with the Faculty teaching the class, will work together to assure the assignment or assignments measuring teamwork reflect as accurately as possible to real world situations.</p>	 <table border="1"> <caption>Average Student Learning Outcome Mastery of Teamwork</caption> <thead> <tr> <th>Semester</th> <th>Mastery Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 16</td> <td>50%</td> </tr> <tr> <td>Spring 17</td> <td>86%</td> </tr> <tr> <td>Fall 17</td> <td>88%</td> </tr> <tr> <td>Spring 18</td> <td>-</td> </tr> </tbody> </table>	Semester	Mastery Percentage	Fall 16	50%	Spring 17	86%	Fall 17	88%	Spring 18	-					
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	<p>Customer Relations:</p> <p>Group Project Report and Peer Assessment Assignment - Formative Outcome Assessment (assignment using departmentally-designed rubric) taking place during the semester.</p> <p>BUSN 1303</p> <p>Semesters included are: Fall 2016, Spring 17, and Spring 18. BUSN 1303 was not offered Fall 17.</p>	<p>Students mastered this outcome for Fall 16 and Spring 17. Results show that students' mastery of this course in Spring 18 fell short 1%.</p>	<p>Business students generally do well with customer relations as the concepts are touched upon in almost every business course. This may be due to most students having had some work experience in customer relations which allows them to relate concepts with real world situations. In Spring 2018, the course was delivered in an online environment. This tends to reduce the level of</p>	<p>For all online course delivery, more opportunities to practice skills learned in the course using assignments such as case studies will be included in an attempt to better engage the students with the material. Results will continue to be closely monitored, paying special attention to the course delivery mode, to identify if there are additional areas of improvement on which to focus.</p>	 <table border="1"> <caption>Average Student Learning Outcome Mastery of Customer Relations</caption> <thead> <tr> <th>Semester</th> <th>Mastery Percentage</th> <th>Sample Size (n)</th> </tr> </thead> <tbody> <tr> <td>Fall 16</td> <td>81%</td> <td>13</td> </tr> <tr> <td>Spring 17</td> <td>96%</td> <td>n/a</td> </tr> <tr> <td>Fall 17</td> <td>0%</td> <td>0</td> </tr> <tr> <td>Spring 18</td> <td>69%</td> <td>29</td> </tr> </tbody> </table>	Semester	Mastery Percentage	Sample Size (n)	Fall 16	81%	13	Spring 17	96%	n/a	Fall 17	0%	0	Spring 18	69%	29
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<p>AAS PROGRAM OUTCOME 7E: Students will be able to produce and present an original, detailed business plan.</p> <p>At least 70% of students assessed in MANG 2313 during the reporting period (AY 14-15 and AY 15-16) will demonstrate the ability to produce and present an original, detailed business plan.</p> <p>MANG 2313</p>	<p>Summative, Internal, Learning Outcomes Assessment administered at the end the semester. Assessment (business plan creation and presentation assignments using departmentally-designed rubrics) taking place at the end of the semester.</p> <p>MANG 2313 was offered Spring 17 and Spring 18. No sections were offered Fall 16 or Fall 17.</p>	<p>Students mastered both parts of the outcome in Spring 17 and Spring 18, the creation of the business plan as well as the presentation of it. While students showed mastery of both the creation and presentation of the business plan, on average, the results indicate that students mastered the presentation at a higher percentage than the creation of a thoroughly completed business plan for both semesters.</p>	<p>Students were successful in the creation of the business plan due in part to the intense preparation in MANG 2413 (Introduction to Entrepreneurship) which builds upon prior coursework learned in the business curriculum, including financial management, intro to business, marketing, sales, etc. By the time students take MANG 2413, they have learned all relevant aspects of a business plan. It is expected that by the end of the semester that students are able to create and present a business plan and the results indicate that students are in fact prepped and able to do so.</p>	<p>In order to elevate student mastery in both presentation and creation of a thoroughly business plan, there will be more focus on in-class development of a thorough business plan, step by step instructions in a workshop environment, one on one mentoring for individual business plans, an introduction to more external resource information, and inviting students to take part in more community business plan events.</p>
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<p>AAS PROGRAM OUTCOME 7M: Students will be able to use the functions of management to address a standardized management situation in keeping with organizational goals.</p> <p>At least 70% of students assessed in MANG 2013 each semester during the reporting period (AY 16-17 and AY 17-18) will be able to demonstrate the use of the functions of management to address a standardized management situation in keeping with organizational goals.</p> <p>MANG 2013</p>	<p>Summative, Internal</p> <p>At the end of each semester, faculty teaching the course will administer a Learning Outcomes Assessment.</p> <p>Semesters included are: Fall 2016, Spring 2017, Fall 2016, Spring 2018.</p>	<p>During the previous reporting period this outcome as measured in MANG 2103 has only been met successfully in one of four semesters, Spring, 2016 (84%).</p> <p>During the current reporting period (AY 16-17 and AY 17-18) this outcome was successfully met in each semester.</p>	<p>This reporting period has shown significant improvement. The changes that were made in course delivery contributed to consistent improvements in outcome results.</p>	<p>The course was redesigned in Fall 15 and a new, updated textbook was adopted. This outcome has been met in each semester since the change took place. The Business Department will continue to monitor closely student achievement in this course, as well as review and amend the assessment tool if deemed necessary.</p>	<div data-bbox="1887 200 2564 637" data-label="Figure"> <p style="text-align: center;">Average Student Learning Outcome Mastery for MANG 2013</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>n</th> <th>Mastery (%)</th> </tr> </thead> <tbody> <tr> <td>Fall 16</td> <td>31</td> <td>74%</td> </tr> <tr> <td>Spring 17</td> <td>23</td> <td>79%</td> </tr> <tr> <td>Fall 17</td> <td>31</td> <td>75%</td> </tr> <tr> <td>Spring 18</td> <td>20</td> <td>75%</td> </tr> </tbody> </table> </div>	Semester	n	Mastery (%)	Fall 16	31	74%	Spring 17	23	79%	Fall 17	31	75%	Spring 18	20	75%
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Program: Associate of Science in Business

Course(s): Vary by Outcome

Program Outcomes Measurable Goals: 70% of students will express competence in each assessment. Competence is defined as a score of 70% or better on each individual assessment.

AS PROGRAM OUTCOME 1: Be able to apply accounting terms and concepts to make business decisions.

At least 70% of students assessed in ACCT 2113 each semester during the reporting period (AY 16-17 and AY 17-18) will be able to demonstrate the ability to apply accounting terms and concepts to make business decisions.

ACCT 2113

Summative, Internal
At the end of each semester, faculty teaching the course will administer a Learning Outcomes Assessment.

Semesters included are: Fall 2016, Spring 2017, Fall 2016, Spring 2018.

ACCT 2113

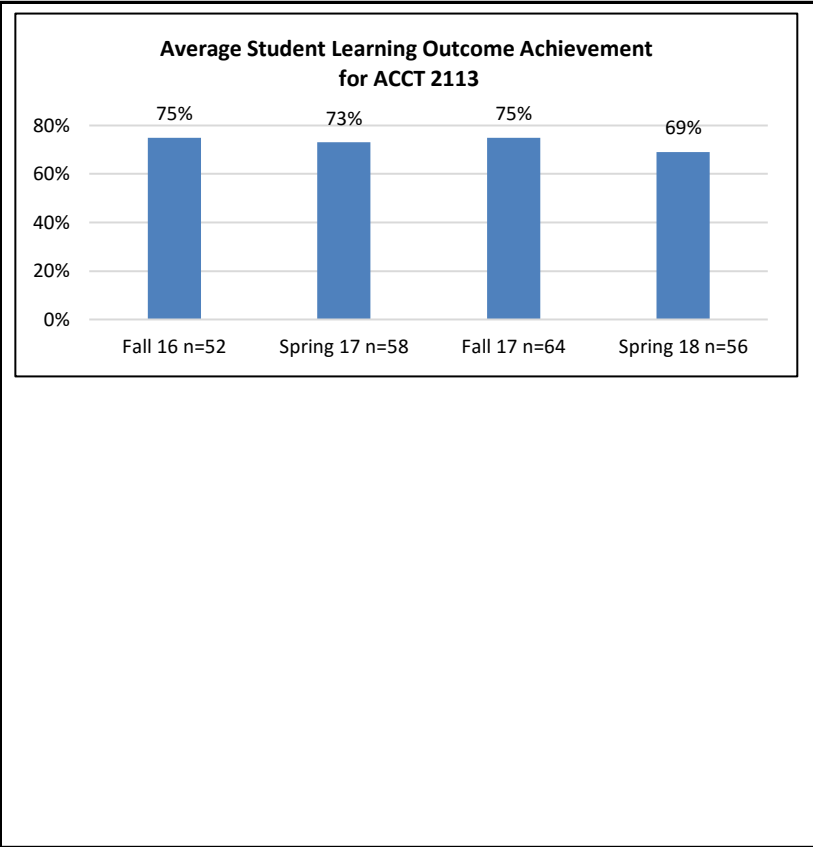
For the reported periods, all semesters exceeded the acceptable level of 70% for the program outcome, except Spring 2018, which was 69%. One lecture class section was not assessed which may have affected the results. Online classes tend to have lower results on learning outcome assessments. Overall, students have demonstrated the ability to apply accounting terms and concepts for making business decisions.

ACCT 2113

The results have shown more emphasis needs to be made for learning outcomes for online classes in this course, while maintaining or exceeding the level of student learning for the other classes.

ACCT 2113

Implementing discussion topics and videos emphasizing learning outcomes in the online classes is a solution for improving results. Also, the BRCC Academic Learning Center and accounting tutors are available, as well, for assistance in improving overall results.



AS PROGRAM OUTCOME 2: Be able to apply economic theory in business decisions.

At least 70% of students assessed in ECON 2223 and 2213 each semester during the reporting period (AY 16-17 and AY 17-18) will be able to demonstrate the application of economic theory in business decisions.

ECON 2223
ECON 2213

Summative, Internal
At the end of each semester, faculty teaching the course will administer a Learning Outcomes Assessment.

Semesters included are: Fall 2016, Spring 2017, Fall 2016, Spring 2018.

ECON 2213
ECON 2223

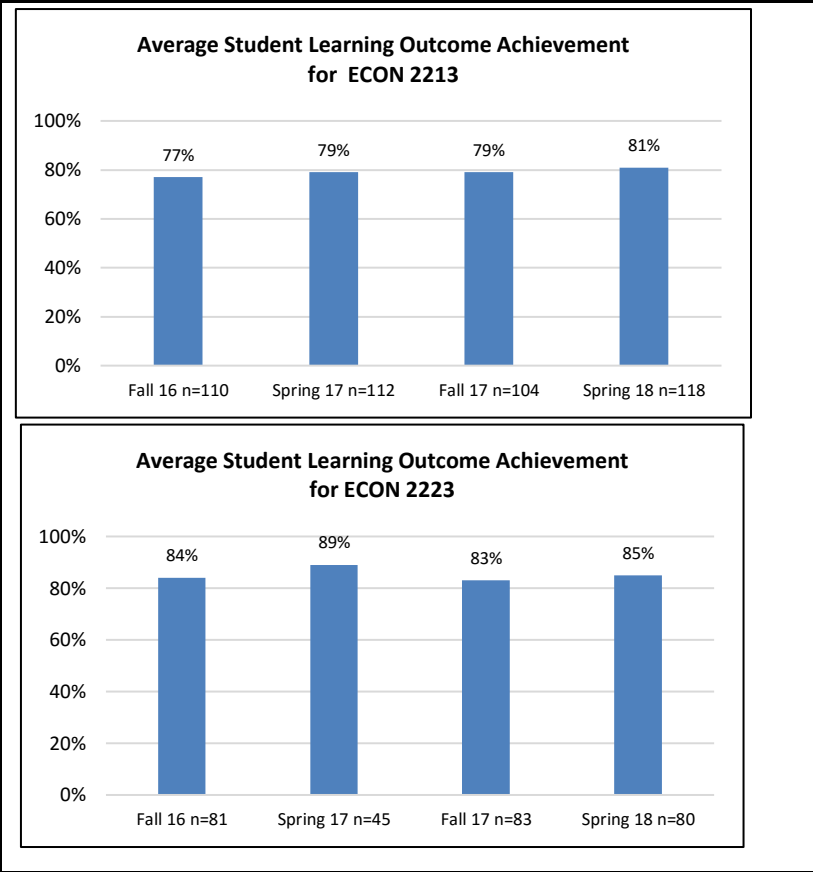
Students performance exceeded 70% for all semesters in all courses.

ECON 2213
ECON 2223

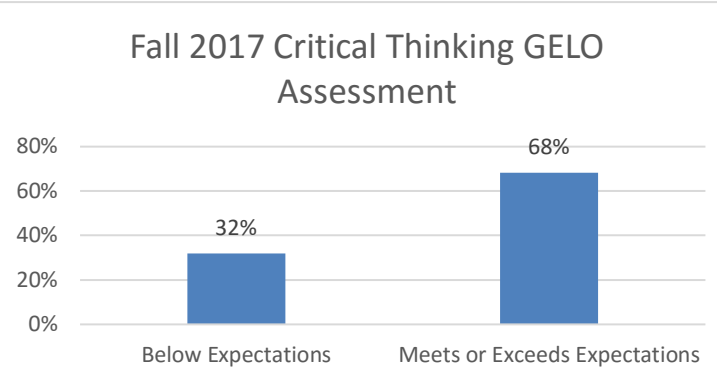
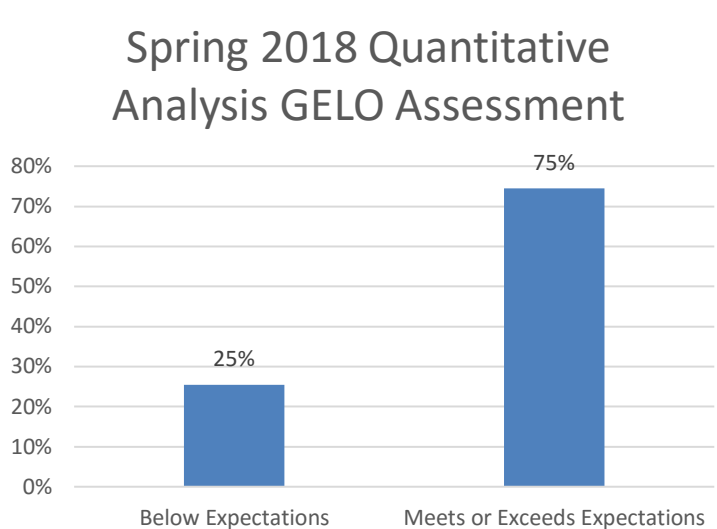
The results show that student performance in economics courses continues to exceed the standard.

ECON 2213
ECON 2223

Economics faculty will continue to provide excellent instruction. Faculty will also continue to participate in professional development opportunities as available. Also, the Business Department will continue to seek out and maintain a qualified pool of adjuncts for economics courses.



<p>AS PROGRAM OUTCOME 3: Students will be able to organize, analyze, and make information useful by employing mathematic principles.</p> <p>At least 70% of students assessed in ECON 2213 and ECON 2223 during the reporting period (AY 16-17 and AY 17-18) will be able to demonstrate the ability to organize, analyze, and make information useful by employing mathematic principles.</p> <p>ECON 2213 ECON 2223</p>	<p>The BRCC General Education Learning Outcomes (GELOs) Assessment is carried out by the college's Gen-Ed and Assessment Committees. All ten GELOs are assessed on a rotating regular basis - not every course every semester. Two of the college-wide GELOs are measured in part by including assessments of the general education courses ECON 2113 and ECON 2223. The two college-wide outcomes we use to assess our AS Students' ability to organize, analyze, and make information useful by employing mathematical principles, are as follows: 1) Comprehend and apply quantitative concepts and methods to interpret and critically evaluate data and to problem-solve in a variety of contexts demanding quantitative literacy (Quantative Analysis) and 2) Think critically, independently, and creatively and make informed and logical judgements of the arguements of others, arrive at reasoned and meaningful arguments and positions, and formulate and apply ideas to new contexts (Critical Thinking). The goal is 70% of students meeting or exceeding expectations as defined by the common rubric devised by BRCC Gen. Ed. Committee. Summative, Comparative, Internal, Learning Outcomes Assessment administered at the end of each semester. Semesters included are Fall 16 and and Fall 17 for Critical Thinking, and Spring 17 and Spring 18 for Quantative Analysis.</p>	<p>The goal of 70% of students meeting or exceeding outcome was not successfully met for Quantative Analysis in Spring 17 and the goal for Critical Thinking was not met for Fall 17.</p>	<p>The results of the ECON 2213 and ECON 2223 GELOs assessments show that students are not consistently meeting expectations for critical thinking or quantitiative anlysis.</p>	<p>The economics faculty will restructure ECON2213 and ECON2223 courses so that more emphasis is placed on the development of critical thinking and quantitative analysis skills.</p>	<div data-bbox="1907 214 2570 585"> <p style="text-align: center;">Fall 2016 Critical Thinking GELO Assessment</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Below Expectations</td> <td>28%</td> </tr> <tr> <td>Meets or Exceeds Expectations</td> <td>72%</td> </tr> </tbody> </table> </div> <div data-bbox="1907 661 2570 1011"> <p style="text-align: center;">Spring 2017 Quantitative Analysis GELO Assessment</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Below Expectations</td> <td>33%</td> </tr> <tr> <td>Meets or Exceeds Expectations</td> <td>67%</td> </tr> </tbody> </table> </div>	Category	Percentage	Below Expectations	28%	Meets or Exceeds Expectations	72%	Category	Percentage	Below Expectations	33%	Meets or Exceeds Expectations	67%
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<p>AS PROGRAM OUTCOME 4: Students will be able to use oral and written communication skills appropriate to targeted audiences .</p> <p>At least 70% of students assessed in BUSN 2403 in each semester during the reporting period (AY 16-17 and AY 17-18) will be able to demonstrate the use of oral and written business communication skills appropriate to targeted audiences.</p> <p>BUSN 2403</p>	<p>Oral Presentation Assignment: Formative, Internal, Learning Outcome Assessment (assignment using departmentally-designed rubric) administered during the semester.</p> <p>Written Business Letter Assignment: Summative, Internal, Learning Outcome Assessment (assignment using departmentally-designed rubric) administered at the end of each semester.</p> <p>Semesters included are: Fall 2016, Spring 17, Fall 17.</p>	<p>These outcomes were successfully met each semester reported, with students performing at greater than 70% on average. During the current reporting period (AY 16-17 and AY 17-18), this outcome was successfully met in Fall 16, Spring 17, Fall 17 and Spring 18.</p>	<p>Students have successfully met the two outcomes measured in BUSN 2403, as in the past.</p>	<p>Students have shown success in these outcomes. Due to the importance of these skills faculty teaching the course continue to make modifications to ensure a continued success in obtaining oral and written business communication skills. As students advance to the workforce, these assessments will be closely inspected should a downward trend emerge.</p>	