

# Department of Business and Information Technology

College of Applied Science and Technology  
The University of Akron

## Annual Assessment Report (AY 2014/2015)

### Section 1: Program Information

#### **Program Assessment Coordinators:**

- Enoch E. Damson, BIT Dept. Chair, [damson@uakron.edu](mailto:damson@uakron.edu), 330-972-7162
- Mr. Tim Mehlberg, BIT Dept. Representative for the CAST Assessment Committee, [mehlber@uakron.edu](mailto:mehlber@uakron.edu), 330-972-5393

**Data Collection Semesters:** Fall 2014, Spring 2015

**Report Submitted By:** Mr. Enoch E. Damson, Dept. Chair, [damson@uakron.edu](mailto:damson@uakron.edu), 7162

**Date Submitted:** September 15, 2014

### Section 2: Program Learning Outcomes

#### **Business Management Technology (BMT) Program Area**

- **Associate of Applied Business (AAB) Options in:**
  - Accounting
  - General Business Management
  - Small Business Management
- **Program Director:** Mrs. Susan Pope, [spope@uakron.edu](mailto:spope@uakron.edu), 330-972-6597

#### Program Learning Outcomes (PLO)

1. Identify basic terms, concepts, principles and theories of the disciplines and professions that comprise business organizations (e.g.: accounting, finance, management, human resources, and business mathematics).
2. Demonstrate mathematical and financial skills to interpret and communicate qualitative and quantitative data to management.
3. Apply information technology to research, analyze and solve business and personal financial problems
4. Critically evaluate, analyze and interpret information to solve problems and make business decisions.
5. Demonstrate effective oral and written communication skills in business and work effectively in teams.
6. Recognize and apply knowledge of political, legal, global, and ethical issues in business and in society.
7. Demonstrate an understanding and commitment to cultural diversity.

## **Business Management Technology (BMT) Program Area**

### **– Bachelor of Science (BS) in Organizational Supervision**

- **Program Director:** Enoch E. Damson, [damson@uakron.edu](mailto:damson@uakron.edu), 330-972-7162

### Degree Program Learning Outcomes (DPLO)

1. Develop supervisory skills to become an effective leader.
2. Understand of organizations, their processes, and their interactions.
3. Learn how to meet the challenges of today's rapidly changing workplace.
4. Implement ethical decision-making practices to support the organization and its stakeholders.
5. Develop skills to better engage employees within culturally diverse environments.

## **Computer Information Systems (CIS)**

### **– Associate of Applied Business (AAB) Degree Options in:**

- Computer Maintenance Networking (Cisco and Microsoft Tracks)
- Programming Specialist
- Web Development

### **– Bachelor of Science (BS) Degree Options in:**

- Networking
- Programming
- Web Development
- Specialized IT Applications
- *Digital Forensics*

### **– Program Directors:**

- Dr. John Nicholas, [jn@uakron.edu](mailto:jn@uakron.edu), 330-972-2563
- Mrs. Janet Kropff, [jsk3@uakron.edu](mailto:jsk3@uakron.edu), 330-972-2075
- Dr. Zarreen Farooqi, [zarreen@uakron.edu](mailto:zarreen@uakron.edu), 330-972-8858

### Program Learning Outcomes (PLO)

1. Apply logical thinking and problem solving skills to effectively solve business problems using computer technology.
2. Demonstrate oral and written communications to collect business process information, clarify business needs and communicate proposed business solutions.
3. Demonstrate skill proficiency in the chosen CIS degree option.
4. Analyze and synthesize IT information to apply learned skills to new technologies and software languages beyond the scope of the curriculum.
5. Demonstrate interpersonal relation skills by working as an effective team member to solve business problems.

## **Hospitality Management (HM)**

- **Associate of Applied Business (AAB) Options in:**
  - **Culinary Arts**
  - **Hotel/Lodging Management**
- **Program Director:** Dr. Jamal Feerasta, [jamal@uakron.edu](mailto:jamal@uakron.edu), 330-972-6601

### Program Learning Outcomes (PLO)

1. Demonstrate the knowledge of core Hospitality Management courses related to food and beverage production/service, hotel and restaurant operations, and internship.
2. Develop effective written and verbal communication skills in expressing ideas towards meeting operational and individual goals.
3. Demonstrate basic numeracy and computer skills for daily operations in the lodging and food service industry.
4. Locate and identify relevant resources for research, discussion, presentations and scaffolding critical thinking.
5. Apply ethical practices in and away from the business environment.
6. Demonstrate ability to function effectively and positively as a team.

## **Marketing and Sales (MS)**

- **Associate of Applied Business (AAB) Options in:**
  - **Advertising**
  - **Fashion**
- **Program Director:** Mr. Kevin Feldt, [kfeldt@uakron.edu](mailto:kfeldt@uakron.edu), 330-972-8249

### Program Learning Outcomes (PLO)

1. Identify the 4 P's, importance of target markets and how these concepts apply to all aspects of business as well as show an effective understanding of marketing and its' role in society.
2. Analyze and evaluate social, ethical and legal concepts especially as it relates to marketing.
3. Creatively develop professional marketing and sales documents using current technology.
4. Apply knowledge and skills learned in the program to issues in a business environment.
5. Manage projects as a team.

**Section 3: Student Learning Results and Conclusions**

Performance Indicator	Definition				
<p><b>1. Student Learning Results</b></p>	<p>A student learning outcome is one that measures a specific competency attainment. <i>Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination).</i> Add these to the description of the measurement instrument in column two:            Direct - Assessing student performance by examining samples of student work            Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information.            Formative – An assessment conducted during the student’s education.            Summative – An assessment conducted at the end of the student’s education.            Internal – An assessment instrument that was developed within the business unit.            External – An assessment instrument that was developed outside the business unit.            Comparative – Compare results between classes, between online and on ground classes, Between professors, between programs, between campuses, or compare to external results such as results from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data.</p>				
		Analysis of Results			
<p><b>Performance Measure</b>   <b>Measurable goal</b>   <b>What is your goal?</b></p>	<p><b>What is your measurement instrument or process?</b>             Do not use grades.             (Indicate type of instrument) direct, formative, internal, comparative</p>	<p><b>Current Results</b>   <b>What are your current results?</b></p>	<p><b>Analysis of Results</b>   <b>What did you learn from the results?</b></p>	<p><b>Action Taken or Improvement made</b>   <b>What did you improve or what is your next step?</b></p>	<p><b>Insert Graphs or Tables of Resulting Trends</b>   <b>(3-5 data points preferred)</b></p>

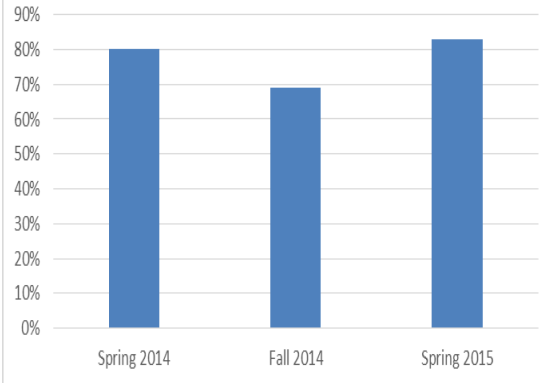
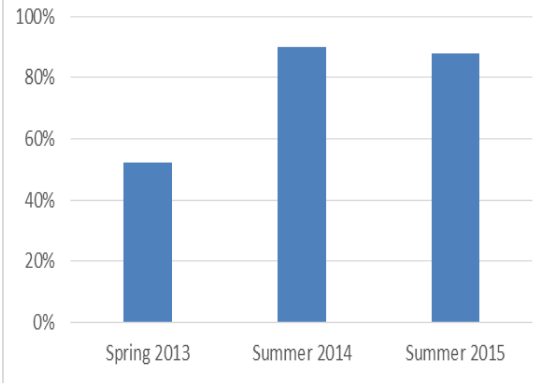
## Business Management Technology (BMT) Program Area

### – Associate of Applied Business (AAB)

#### Program Learning Outcomes (PLO)

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2. Demonstrate mathematical and financial skills to interpret and communicate qualitative and quantitative data to management.
3. Apply information technology to research, analyze and solve business and personal financial problems
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5. Demonstrate effective oral and written communication skills in business and work effectively in teams.
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7. Demonstrate an understanding and commitment to cultural diversity.

Performance Measure	Measurement Instrument/ Process	Current Results	Analysis of Results	Action Taken or Improvements	Graphs or Tables of Resulting Trends (3-5 data points preferred)								
<b>2420:103 Essentials of Management</b>  BMT PLO 1,4,6,7  70% of students will earn 73% or better on a combination of five case studies to indicate that they are able to critically evaluate, analyze and interpret information to solve problems and make business decisions.	A combination of five Case Studies is the measurement tool.	Spr 2014 – 84%, N=25; Fall 2014 – 79%, N=29; Spr 2015 – 75%, N=28	Students performed a level above the predetermined standard but the percentage fell each consecutive year under review.	Reviewed sample cases with students. Students were also encouraged to go to the writing labs to improve on writing skills.	<p>Percent Number of Students attaining 73% or better on the Combined 5 Case Studies</p> <table border="1"> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2014</td> <td>84%</td> </tr> <tr> <td>Fall 2014</td> <td>79%</td> </tr> <tr> <td>Spring 2015</td> <td>75%</td> </tr> </tbody> </table>	Term	Percentage	Spring 2014	84%	Fall 2014	79%	Spring 2015	75%
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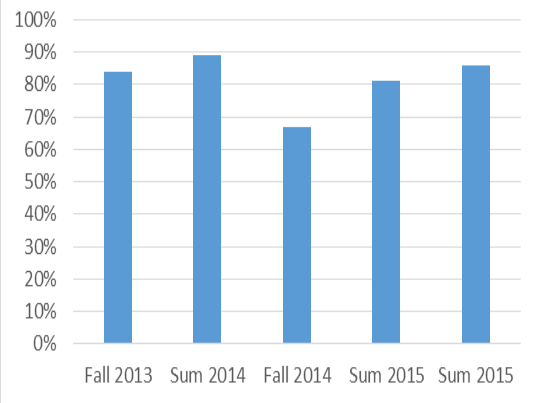
Performance Measure	Measurement Instrument/ Process	Current Results	Analysis of Results	Action Taken or Improvements	Graphs or Tables of Resulting Trends (3-5 data points preferred)								
<p><b>2420:104 Introduction to Business in the Global Environment</b></p> <p>BMT PLO 1,4,6</p> <p>70% of the students will earn 73% or better on the comprehensive final exam to indicate that they are knowledgeable of basic terms, concepts, principles and theories of the disciplines and profession that comprise business organizations (e.g. accounting, finance management, human resources, and business math.)</p>	<p>Comprehensive final exam is used.</p>	<p>Spr 2014 – 80%, N=30;            Fall 2014 – 69%, N=26;            Spr 2015 – 83%, N=29</p>	<p>Percentage fell for the second period to 1% below the expected performance.</p>	<p>Gave students in-class a final exam review and study guide.</p>	<p>Percent # of students attaining 73% or better on the Comprehensive Final Exam</p>  <table border="1"> <caption>Percent # of students attaining 73% or better on the Comprehensive Final Exam</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2014</td> <td>80%</td> </tr> <tr> <td>Fall 2014</td> <td>69%</td> </tr> <tr> <td>Spring 2015</td> <td>83%</td> </tr> </tbody> </table>	Term	Percentage	Spring 2014	80%	Fall 2014	69%	Spring 2015	83%
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<p><b>2420:212 Basic Accounting II</b></p> <p>BMT PLO 1,2,3,4:</p> <p>70% of the students will earn 73% or better on the cumulative exams.</p>	<p>Three cumulative take-home examinations utilized to assess knowledge of the basic terms, concepts, theories and practices of financial accounting (e.g. financial and capital structure analysis, and cash flows).</p>	<p>Spr 2013 – 52%, N=23;            Sum 2014 – 90%, N=10;            Sum 2015 – 88%, N=17</p>	<p>Percentages varied with class sizes; also summer students to more focused with fewer demands.</p>	<p>Started to use more intensive and intuitive homework/class exercises.</p>	<p>Students with 73% or better scores</p>  <table border="1"> <caption>Students with 73% or better scores</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2013</td> <td>52%</td> </tr> <tr> <td>Summer 2014</td> <td>90%</td> </tr> <tr> <td>Summer 2015</td> <td>88%</td> </tr> </tbody> </table>	Term	Percentage	Spring 2013	52%	Summer 2014	90%	Summer 2015	88%
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<p><b>2420:263 Professional Communications and Presentations</b></p> <p>BMT PLO 5:</p> <p>80% of the students will earn 75% or higher on oral presentation and written reports.</p>	<p>Final group presentation and written report.</p>	<p>Fall 2013 – 88%, N=16;            Spr 2014 – 100%, N=15;            Fall 2014 – 100%, N=11;            Fall 2014 – 94%, N=17;            Spr 2015 – 100%, N=15</p>	<p>The goal was achieved for all semesters assessed.</p>	<p>Increased speaking and writing opportunities; incorporated Cengage's MindTap Learning Management System.</p>	<p>Students with a 75% or better score</p> <table border="1"> <caption>Students with a 75% or better score</caption> <thead> <tr> <th>Semester</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 2013</td> <td>88%</td> </tr> <tr> <td>Spr 2014</td> <td>100%</td> </tr> <tr> <td>Fall 2014</td> <td>100%</td> </tr> <tr> <td>Fall 2014</td> <td>94%</td> </tr> <tr> <td>Spr 2015</td> <td>100%</td> </tr> </tbody> </table>	Semester	Percentage	Fall 2013	88%	Spr 2014	100%	Fall 2014	100%	Fall 2014	94%	Spr 2015	100%
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<p><b>2420:270 Business Software Applications</b></p> <p>BMT PLO 3:</p> <p>75% of the students will pass the electronic spreadsheets and database management applications component of the course with a score of 75% on the skills-based exams.</p>	<p>Microsoft (MS) Excel and MS Access skills-based exams are used to measure the students' competencies.</p>	<p>Spr 2013 – 67%, N=9;            Fall 2013 – 80%, N=15;            Spr 2014 – 70%, N=20;            Fall 2014 – 67%, N=12;            Spr 2015 – 78%, N=22</p>	<p>The goal was achieved in only two (Fall 2013 and Spring 2015) of the five semesters evaluated.</p>	<p>Continue to increase use of practice exams and training modules (particularly covering advanced software features) available on McGraw-Hill's SIMnet (Learning Management System) and include supplementary materials.</p>	<p>Students with 75% or better scores</p> <table border="1"> <caption>Students with 75% or better scores</caption> <thead> <tr> <th>Semester</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2013</td> <td>67%</td> </tr> <tr> <td>Fall 2013</td> <td>80%</td> </tr> <tr> <td>Spring 2014</td> <td>70%</td> </tr> <tr> <td>Fall 2014</td> <td>67%</td> </tr> <tr> <td>Spring 2015</td> <td>78%</td> </tr> </tbody> </table>	Semester	Percentage	Spring 2013	67%	Fall 2013	80%	Spring 2014	70%	Fall 2014	67%	Spring 2015	78%
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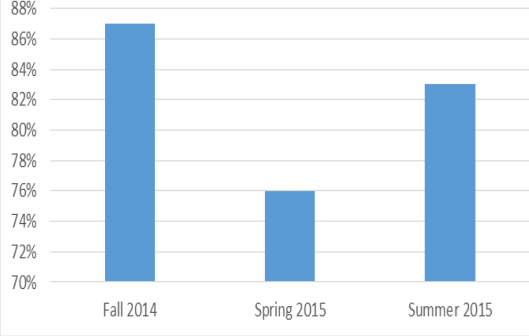
**Business Management Technology (BMT) Program Area**  
**– Bachelor of Science (BS) in Organizational Supervision**

Program Learning Outcomes (PLO)

1. Develop supervisory skills to become an effective leader.
2. Understand of organizations, their processes, and their interactions.
3. Learn how to meet the challenges of today’s rapidly changing workplace.
4. Implement ethical decision-making practices to support the organization and its stakeholders.
5. Develop skills to better engage employees within culturally diverse environments.

Performance Measure	Measurement Instrument/ Process	Current Results	Analysis of Results	Action Taken or Improvements	Graphs or Tables of Resulting Trends (3-5 data points preferred)												
<p><b>2420:311 Community Service &amp; Leadership</b></p> <p>BMT PLO 1,4,5:</p> <p>75% of students will earn a score of 75% or better on the midterm exam, indicating mastery of core concepts related to community service leadership and social responsibility in for-profit and non-profit organizations.</p>	<p>Midterm exam is used to track master of core concepts.</p>	<p>Fall 2013 – 84%, N=26;            Sum 2014 – 89%, N=26;            Fall 2014 – 67%, N=33;            Sum 2015 – 81%, N=21;            Sum 2015 – 86%, N=18</p>	<p>The goal was achieved for all semesters except Fall 2014.</p>	<p>Increased quizzes given and incorporated chapter discussion and review questions.</p>	<p style="text-align: center;">Students with 75% or better scores</p>  <table border="1" style="display: none;"> <caption>Students with 75% or better scores</caption> <thead> <tr> <th>Semester</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 2013</td> <td>84%</td> </tr> <tr> <td>Sum 2014</td> <td>89%</td> </tr> <tr> <td>Fall 2014</td> <td>67%</td> </tr> <tr> <td>Sum 2015</td> <td>81%</td> </tr> <tr> <td>Sum 2015</td> <td>86%</td> </tr> </tbody> </table>	Semester	Percentage	Fall 2013	84%	Sum 2014	89%	Fall 2014	67%	Sum 2015	81%	Sum 2015	86%
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<p><b>2420:421 Senior Seminar in Organizational Supervision</b></p> <p>BMT PLO 1,4,5:</p> <p>85% of the students will pass the mid-term examination with a score of 75% to indicate a mastery of the core concepts and their application.</p>	<p>Mid-term examination</p>	<p>The goal was not met spring 15 semester.</p>	<p>Not all students are keeping up with the material.</p>	<p>Quizzes are now used to keep students engaged</p>	<p>Students achieving 75% or higher on midterm exam</p>  <table border="1"> <caption>Students achieving 75% or higher on midterm exam</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 2014</td> <td>87%</td> </tr> <tr> <td>Spring 2015</td> <td>76%</td> </tr> <tr> <td>Summer 2015</td> <td>83%</td> </tr> </tbody> </table>	Term	Percentage	Fall 2014	87%	Spring 2015	76%	Summer 2015	83%
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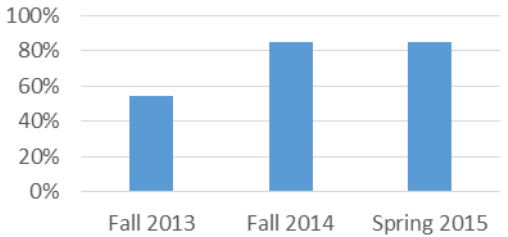
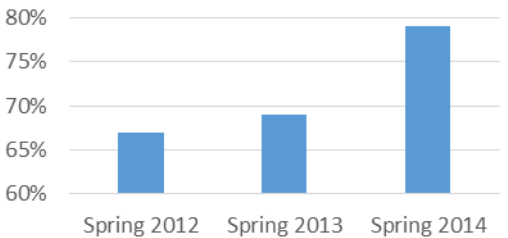
## Computer Information Systems (CIS)

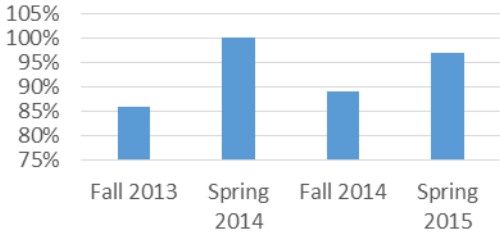
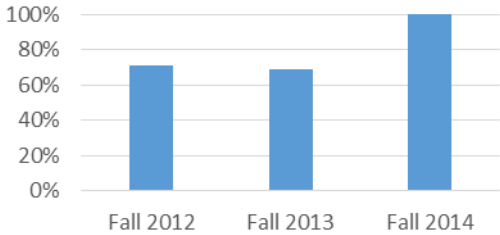
- Associate of Applied Business (AAB) Degree Options
- Bachelor of Science (BS) Degree Options in:

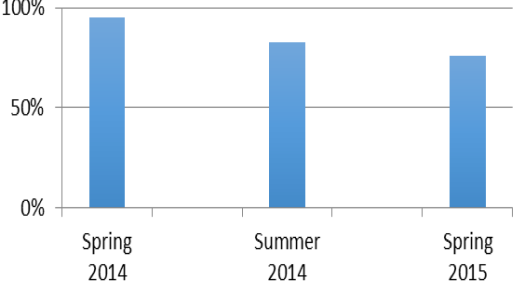
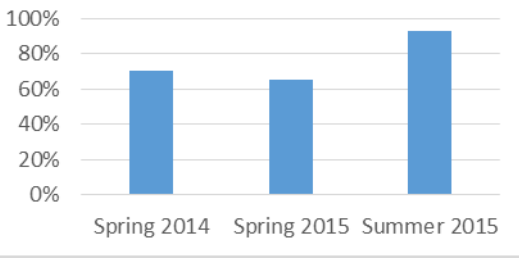
### Program Learning Outcomes (PLO)

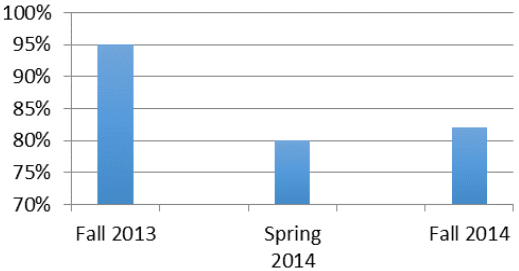
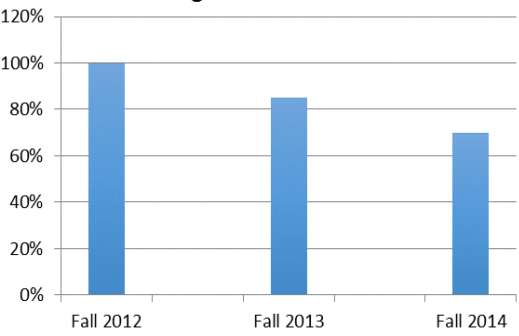
1. Apply logical thinking and problem solving skills to effectively solve business problems using computer technology.
2. Demonstrate oral and written communications to collect business process information, clarify business needs and communicate proposed business solutions.
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4. Analyze and synthesize IT information to apply learned skills to new technologies and software languages beyond the scope of the curriculum.
5. Demonstrate interpersonal relation skills by working as an effective team member to solve business problems.

Performance Measure	Measurement Instrument/Process	Current Results	Analysis of Results	Action Taken or Improvements	Graphs or Tables of Resulting Trends (3-5 data points preferred)												
<b>2440:121 Introduction to Programming/Logic</b>  CIS PLO 1,3,4:  At least 50% of students will earn a score of 73% or better in the course to indicate mastery of the core concepts and application of concepts.	Overall performance in the course (including lab assignments and examinations) will be used to access achievement.	The results are generally met in the Fall semester and sometimes in the Spring semester.	There is a considerable variability in the student population taking the course, which is a gateway course to the program.	Besides using Springboard (LMS), more exercises at the end of the chapter are done in class.	<p>Percent # of Students with 73% or more on Overall Course Performance</p> <table border="1"> <caption>Percent # of Students with 73% or more on Overall Course Performance</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2013</td> <td>60%</td> </tr> <tr> <td>Fall 2013</td> <td>45%</td> </tr> <tr> <td>Spring 2014</td> <td>40%</td> </tr> <tr> <td>Fall 2014</td> <td>70%</td> </tr> <tr> <td>Spring 2015</td> <td>55%</td> </tr> </tbody> </table>	Term	Percentage	Spring 2013	60%	Fall 2013	45%	Spring 2014	40%	Fall 2014	70%	Spring 2015	55%
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<b>2440:141 Web Site Administration</b>  CIS PLO 1,2,3:  80% of students will earn a score of 73% or better on the midterm exam to indicate mastery of the core concepts and application of concepts.	Midterm exam is used to track mastery of the core concepts.	The goal was met each semester with a good upward data trend.	The measurable goal was increased from 70% to 80% of students earning a score of 73% or better on the midterm but the results are still looking positive.	A Learning Management Systems (DesireToLearn) is being utilized to upload materials for students and update them on their scores to help them keep track of their progress in the course.	<p>Percent # of students with 73% or better on the Midterm Exam</p> <table border="1"> <caption>Percent # of students with 73% or better on the Midterm Exam</caption> <thead> <tr> <th>Term</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 2013</td> <td>80%</td> </tr> <tr> <td>Spring 2014</td> <td>83%</td> </tr> <tr> <td>Fall 2014</td> <td>84%</td> </tr> <tr> <td>Spring 2015</td> <td>90%</td> </tr> </tbody> </table>	Term	Percentage	Fall 2013	80%	Spring 2014	83%	Fall 2014	84%	Spring 2015	90%		
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<p><b>2440:145 Introduction to UNIX/Linux</b></p> <p>CIS PLO 1,2,3:</p> <p>The goal is that 80% of the students receive a score of 73% or higher on the comprehensive final exam.</p>	<p>Comprehensive Final Exam is used.</p>	<p>Not all semesters currently meets the standards.</p>	<p>While the assessment is a fair measure, the past 2 semesters have exceeded the goal. This indicates that the goal may be low.</p>	<p>Considering raising the expectations. E.g. 80% of the students receive a score of 80% or higher on the comprehensive final exam.</p>	<p style="text-align: center;">Percent # of Students with 73% or more on Comprehensive Final</p>  <table border="1" data-bbox="1459 406 1963 641"> <thead> <tr> <th>Term</th> <th>Percent # of Students</th> </tr> </thead> <tbody> <tr> <td>Fall 2013</td> <td>55%</td> </tr> <tr> <td>Fall 2014</td> <td>85%</td> </tr> <tr> <td>Spring 2015</td> <td>85%</td> </tr> </tbody> </table>	Term	Percent # of Students	Fall 2013	55%	Fall 2014	85%	Spring 2015	85%
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<p><b>2440:170 Visual Basic Programming</b></p> <p>CIS PLO 1,3,4:</p> <p>At least 70% of students will earn a score of 73% or better in the course to indicate mastery of the core concepts and application of concepts.</p>	<p>Overall performance in the course (including lab assignments and examinations) will be used to assess achievement.</p>	<p>The results have improved, but there is still a long way to go.</p>	<p>The students in this course are decided on their goal for the degree. Some students from other Colleges take it as an elective.</p>	<p>Besides using Springboard (LMS), more exercises at the end of the chapter are done in class.</p>	<p style="text-align: center;">Percent # of Students with 73% or more on Overall Course Performance</p>  <table border="1" data-bbox="1459 860 1963 1096"> <thead> <tr> <th>Term</th> <th>Percent # of Students</th> </tr> </thead> <tbody> <tr> <td>Spring 2012</td> <td>67%</td> </tr> <tr> <td>Spring 2013</td> <td>69%</td> </tr> <tr> <td>Spring 2014</td> <td>79%</td> </tr> </tbody> </table>	Term	Percent # of Students	Spring 2012	67%	Spring 2013	69%	Spring 2014	79%
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Performance Measure	Measurement Instrument/Processes	Current Results	Analysis of Results	Action Taken or Improvements	Graphs or Tables of Resulting Trends (3-5 data points preferred)										
<p><b>2440:247 Hardware Support</b></p> <p>CIS PLO 1,2,3:</p> <p>The goal is that 80% of the students receive a score of 73% or higher on the comprehensive final exam.</p>	<p>Comprehensive Final Exam is used.</p>	<p>All semesters currently meets and exceeds the standards.</p>	<p>While the assessment is a fair measure, the semesters measured semesters have exceeded the goal. This indicates that the goal may be low.</p>	<p>Considering raising the expectations. E.g.80% of the students receive a score of 80% or higher on the comprehensive final exam. Also, considering implementing a pre-and post-test assessment.</p>	<p style="text-align: center;">Percent # of Students with 73% or more on the Comprehensive Final Exam</p>  <table border="1"> <caption>Percent # of Students with 73% or more on the Comprehensive Final Exam</caption> <thead> <tr> <th>Semester</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 2013</td> <td>85%</td> </tr> <tr> <td>Spring 2014</td> <td>100%</td> </tr> <tr> <td>Fall 2014</td> <td>90%</td> </tr> <tr> <td>Spring 2015</td> <td>95%</td> </tr> </tbody> </table>	Semester	Percentage	Fall 2013	85%	Spring 2014	100%	Fall 2014	90%	Spring 2015	95%
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<p><b>2440:256 C++ Programming</b></p> <p>CIS PLO 1,3,4:</p> <p>At least 70% of students will earn a score of 73% or better in the course to indicate mastery of the core concepts and application of concepts.</p>	<p>Overall performance if the course (including lab assignments and examinations) will be used to access achievement.</p>	<p>The results are generally met.</p>	<p>The students in this course are far more focused than in other programming courses.</p>	<p>Besides using Springboard (LMS), the students are assigned homework online in a simulated environment. This has helped considerably.</p>	<p style="text-align: center;">Percent # of Students with 73% or more on Overall Course Performance</p>  <table border="1"> <caption>Percent # of Students with 73% or more on Overall Course Performance</caption> <thead> <tr> <th>Semester</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 2012</td> <td>70%</td> </tr> <tr> <td>Fall 2013</td> <td>70%</td> </tr> <tr> <td>Fall 2014</td> <td>100%</td> </tr> </tbody> </table>	Semester	Percentage	Fall 2012	70%	Fall 2013	70%	Fall 2014	100%		
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<p><b>2440:303 Voice Data Video</b></p> <p>CIS PLO: 1, 3, 5</p> <p>80% of students pass skills examination with 70% or higher.</p>	<p>Comprehensive, hands-on skills examination is used.</p>	<p>Not all semesters meet standard.</p>	<p>Standard is valid although not always met. Numerous days missed in spring 2015 due to holidays and snow. Summer was an abbreviated session.</p>	<p>Allow students more time on equipment to practice skills, including open lab time.</p>	<p>Percent of students that earned 70% or higher on skills examination</p>  <table border="1"> <caption>Percent of students that earned 70% or higher on skills examination</caption> <thead> <tr> <th>Semester</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2014</td> <td>~95%</td> </tr> <tr> <td>Summer 2014</td> <td>~85%</td> </tr> <tr> <td>Spring 2015</td> <td>~75%</td> </tr> </tbody> </table>	Semester	Percentage	Spring 2014	~95%	Summer 2014	~85%	Spring 2015	~75%
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<p><b>2440:338 Advanced UNIX/Linux</b></p> <p>CIS PLO 1,2,3,4:</p> <p>The goal is that 80% of the students attain a score of 73% or higher on the comprehensive final exam.</p>	<p>Comprehensive Final Exam is used.</p>	<p>Only one of the semesters meets the standard.</p>	<p>The assessment is a fair measure, but the goal is not currently being met every semester.</p>	<p>Considering implementing a pre- and post-test assessment.</p>	<p>Percent # of Students with 73% or more on the Comprehensive Final Exam</p>  <table border="1"> <caption>Percent # of Students with 73% or more on the Comprehensive Final Exam</caption> <thead> <tr> <th>Semester</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2014</td> <td>~70%</td> </tr> <tr> <td>Spring 2015</td> <td>~65%</td> </tr> <tr> <td>Summer 2015</td> <td>~90%</td> </tr> </tbody> </table>	Semester	Percentage	Spring 2014	~70%	Spring 2015	~65%	Summer 2015	~90%
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<p><b>2440:400 Advanced Routing</b></p> <p>CIS PLO: 1,3, 5</p> <p>Goal is that 80% of students attain a 70% or higher on individual skills examination.</p>	<p>Comprehensive, hands-on skills examination is used for student to demonstrate mastery of topics.</p>	<p>Semesters meet or exceed standard.</p>	<p>The assessment is a fair measure given the complexity of the course.</p>	<p>Practice hands-on labs have been incorporated in course to prepare students to be successful on skills examination.</p>	<p>Percent of students earning 70% or higher on skills examination</p>  <table border="1"> <caption>Percent of students earning 70% or higher on skills examination</caption> <thead> <tr> <th>Semester</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 2013</td> <td>95%</td> </tr> <tr> <td>Spring 2014</td> <td>80%</td> </tr> <tr> <td>Fall 2014</td> <td>82%</td> </tr> </tbody> </table>	Semester	Percentage	Fall 2013	95%	Spring 2014	80%	Fall 2014	82%
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<p><b>2440:401 Multilayer Switching</b></p> <p>CIS PLO: 1, 3, 5</p> <p>80% of students meet a 70% or higher on skills examination</p>	<p>Comprehensive, hands-on skills examination is used for student to demonstrate mastery of topics.</p>	<p>Not all semesters meet standard.</p>	<p>The assessment is a fair measure given the complexity of the course. Curriculum constantly changing.</p>	<p>New information and practice labs are being incorporated into course, in addition to students having more access to equipment.</p>	<p>Percent of students that earned 70% or higher on skills examination</p>  <table border="1"> <caption>Percent of students that earned 70% or higher on skills examination</caption> <thead> <tr> <th>Semester</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 2012</td> <td>100%</td> </tr> <tr> <td>Fall 2013</td> <td>85%</td> </tr> <tr> <td>Fall 2014</td> <td>70%</td> </tr> </tbody> </table>	Semester	Percentage	Fall 2012	100%	Fall 2013	85%	Fall 2014	70%
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## Hospitality Management (HM)

### – Associate of Applied Business (AAB) Options in:

#### Program Learning Outcomes (PLO)

1. Demonstrate the knowledge of core Hospitality Management courses related to food and beverage production/service, hotel and restaurant operations, and internship.
2. Develop effective written and verbal communication skills in expressing ideas towards meeting operational and individual goals.
3. Demonstrate basic numeracy and computer skills for daily operations in the lodging and food service industry.
4. Locate and identify relevant resources for research, discussion, presentations and scaffolding critical thinking.
5. Apply ethical practices in and away from the business environment.
6. Demonstrate ability to function effectively and positively as a team.

Performance Measure	Measurement Instrument/Process	Current Results	Analysis of Results	Action Taken or Improvements	Graphs or Tables of Resulting Trends (3-5 data points preferred)										
<b>2280:101 Introduction to Hospitality</b>  HM PLO 1,2,3,4,5,6:  85% of the students will earn a score of 80% or better in the course.	A combination of the following instruments is used for assessment. They include team projects, presentations, quizzes, mid-term and final exams.	The goal was met or exceeded in the semesters assessed.	Students have demonstrated their capability to perform at required level.	The lesson plan and other reading materials are updated regularly to provide students with current information.	<p>Percent of students with 80% or more in the course</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Percent</th> </tr> </thead> <tbody> <tr> <td>Fall 2013</td> <td>85%</td> </tr> <tr> <td>Spring 2014</td> <td>88%</td> </tr> <tr> <td>Fall 2014</td> <td>89%</td> </tr> <tr> <td>Spring 2015</td> <td>87%</td> </tr> </tbody> </table>	Semester	Percent	Fall 2013	85%	Spring 2014	88%	Fall 2014	89%	Spring 2015	87%
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<b>2280:120 Sanitation &amp; Safety</b>  HM PLO 1,2,3,4,5,6:  70% of the students will pass the course with a score of 75% or better.	The combined student performance on the course (including textbook assignments, exams, class projects and a national food safety certification exam) is used for assessment.	The goal was met in Spring semesters but not in the Fall semesters assessed.	Student scores are sub-par for the national certification exam.	Identify earlier during the semester, areas of challenges for the students.  Greater emphasis will be placed on additional follow up with students. Additional focus will be adjusted by better utilization of the textbook.	<p>Percent # of Students with 75% or more in the course</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Percent</th> </tr> </thead> <tbody> <tr> <td>Fall 2013</td> <td>55%</td> </tr> <tr> <td>Spring 2014</td> <td>70%</td> </tr> <tr> <td>Fall 2014</td> <td>65%</td> </tr> <tr> <td>Spring 2015</td> <td>80%</td> </tr> </tbody> </table>	Semester	Percent	Fall 2013	55%	Spring 2014	70%	Fall 2014	65%	Spring 2015	80%
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Performance Measure	Measurement Instrument/Process	Current Results	Analysis of Results	Action Taken or Improvements	Graphs or Tables of Resulting Trends (3-5 data points preferred)										
<p><b>2280:121 Food Prep 1</b></p> <p>HM PLO. 1,2,3,5,6:</p> <p>70% % of students will earn a score of 75% or better in the course.</p>	<p>The overall student performance of the course (including quizzes/tests, cooking practicals, Menu projects, lab manuals, weekly labs, homework assignments) was used for the assessment.</p>	<p>The goal was met or exceeded in all semesters assessed.</p>	<p>The students will be capable of performing to the required levels.</p>	<p>The students have been given more hands on cooking time in the lab with more emphasis placed on fundamental cooking skills.</p>	<p style="text-align: center;">Percent # of Students attaining 75% or more</p> <table border="1"> <caption>Data for Food Prep 1 Chart</caption> <thead> <tr> <th>Term</th> <th>Percent # of Students</th> </tr> </thead> <tbody> <tr> <td>Fall 2013</td> <td>70%</td> </tr> <tr> <td>Spring 2014</td> <td>100%</td> </tr> <tr> <td>Fall 2014</td> <td>75%</td> </tr> <tr> <td>Spring 2015</td> <td>85%</td> </tr> </tbody> </table>	Term	Percent # of Students	Fall 2013	70%	Spring 2014	100%	Fall 2014	75%	Spring 2015	85%
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<p><b>2280:160 Wine and Beverage</b></p> <p>HM PLO 1,4,5,6:</p> <p>70% of the students will pass the course with a score of 75% or better.</p>	<p>The combined student performance on the course (including textbook assignments, exams, class projects and a national alcohol safety certification exam) is used for assessment.</p>	<p>The goal was met and exceeded in all semesters assessed with a good upward trend.</p>	<p>Students are understanding the concepts and how they will be used in the hospitality industry.</p>	<p>Continue to evaluate and identify potential learning issues throughout the semester so that class scores continue to rate high.</p> <p>Greater emphasis will be placed on additional follow up with students. Additional focus will be adjusted by better utilization of the textbook.</p>	<p style="text-align: center;">Percent # of Students with 75% or more in the course</p> <table border="1"> <caption>Data for Wine and Beverage Chart</caption> <thead> <tr> <th>Term</th> <th>Percent # of Students</th> </tr> </thead> <tbody> <tr> <td>Fall 2013</td> <td>78%</td> </tr> <tr> <td>Spring 2014</td> <td>82%</td> </tr> <tr> <td>Fall 2014</td> <td>92%</td> </tr> <tr> <td>Spring 2015</td> <td>95%</td> </tr> </tbody> </table>	Term	Percent # of Students	Fall 2013	78%	Spring 2014	82%	Fall 2014	92%	Spring 2015	95%
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Performance Measure	Measurement Instrument/Process	Current Results	Analysis of Results	Action Taken or Improvements	Graphs or Tables of Resulting Trends (3-5 data points preferred)								
<p>2280:240 Supervision in the Hospitality Industry</p> <p>HM PLO 1,2,4,5,6:</p> <p>85% of the students will earn a score of 75% or better in the course.</p>	<p>A combination of the following instruments is used for assessment: team projects, field work, presentations, quizzes, mid-term and feedback from project designated properties.</p>	<p>This course is offered in the spring semesters only and the goal was met or exceeded in the semesters assessed.</p>	<p>Students have demonstrated their capability to perform at required level</p>	<p>The lesson plan and other reading materials are updated regularly to provide students with current information. In future the score requirements will be increased to 80%</p>	<p>Percent of students with 75% or more in the course</p> <table border="1"> <caption>Percent of students with 75% or more in the course</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2013</td> <td>80%</td> </tr> <tr> <td>Spring 2014</td> <td>90%</td> </tr> <tr> <td>Spring 2015</td> <td>87%</td> </tr> </tbody> </table>	Year	Percentage	Spring 2013	80%	Spring 2014	90%	Spring 2015	87%
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<p>2280:268 Special Events Management</p> <p>HM PLO 1,2,4,5,6:</p> <p>85% of students will earn a score of 75% or better in the course.</p>	<p>The overall student performance of the course (including class projects, field work and feedback from designated properties, quizzes/tests) is used for assessment.</p>	<p>This class is offered only during the fall semester and all the students exceeded the goal of passing the course.</p>	<p>The students are capable of performing to the required levels</p>	<p>The lesson plans have been updated to give students more time for field work preparation</p>	<p>Percent # of Students with 75% or more in the course</p> <table border="1"> <caption>Percent # of Students with 75% or more in the course</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Fall 2012</td> <td>85%</td> </tr> <tr> <td>Fall 2013</td> <td>91%</td> </tr> <tr> <td>Fall 2014</td> <td>89%</td> </tr> </tbody> </table>	Year	Percentage	Fall 2012	85%	Fall 2013	91%	Fall 2014	89%
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<p>2280:278 Hospitality Industry Marketing</p> <p>HMP P.L.O 1,2,3,5,6:</p> <p>85% of students will earn a score of 75% or better in the course</p>	<p>The overall student performance of the course (including class projects, field work and feedback from designated properties, quizzes/tests) is used for assessment.</p>	<p>This class is offered only during the spring semester and the students exceeded the goal of passing the course by 75% or more.</p>	<p>The students are capable of performing to the required levels.</p>	<p>The lesson plans have been updated to give students more time for field work preparation.</p>	<p>Percent # of Students with 75% or more</p> <table border="1"> <caption>Percent # of Students with 75% or more</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Spring 2013</td> <td>78%</td> </tr> <tr> <td>Spring 2014</td> <td>100%</td> </tr> <tr> <td>Spring 2015</td> <td>95%</td> </tr> </tbody> </table>	Year	Percentage	Spring 2013	78%	Spring 2014	100%	Spring 2015	95%
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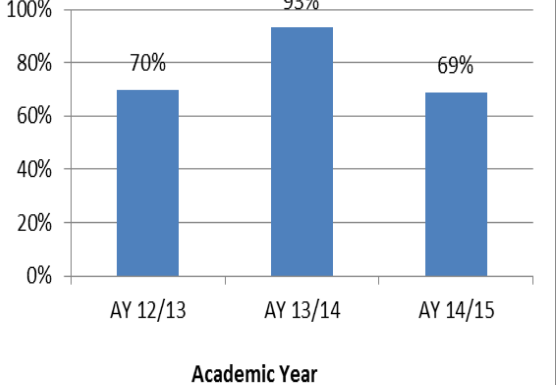
## Marketing and Sales (M&ST)

### – Associate of Applied Business (AAB) Options in:

#### Program Learning Outcomes (PLO)

1. Identify the 4 P's, importance of target markets and how these concepts apply to all aspects of business as well as show an effective understanding of marketing and its' role in society.
2. Analyze and evaluate social, ethical and legal concepts especially as it relates to marketing.
3. Creatively develop professional marketing and sales documents using current technology.
4. Apply knowledge and skills learned in the program to issues in a business environment.
5. Manage projects as a team.

Performance Measure	Measurement Instrument/ Process	Current Results	Analysis of Results	Action Taken or Improvements	Graphs or Tables of Resulting Trends (3-5 data points preferred)								
<b>2520:101 Essentials of Marketing Technology</b>  M&ST PLO 1,3,4:  80% of students achieve 73% or higher on marketing plan.	Students pick a business and create a detailed marketing plan following the template in the textbook.	AY 12/13 – 78%; AY 13/14 – 86%; AY 14/15 – 87%	The goal was achieved for all semesters except during the 2012/2013 Academic Year.	Moved part of the course to Spring Board for web enhancement.  Require completion of online quizzes for each chapter, and offered online studying options. i.e. flash cards  Dedicated one class period reviewing APA writing process and reviewed example APA marketing plans	<p style="text-align: center;"><b>Percentage of Students Scoring at least a 73% or better on the Marketing Plan</b></p> <table border="1"> <caption>Percentage of Students Scoring at least a 73% or better on the Marketing Plan</caption> <thead> <tr> <th>Academic Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>AY 12/13</td> <td>77.94%</td> </tr> <tr> <td>AY 13/14</td> <td>85.71%</td> </tr> <tr> <td>AY 14/15</td> <td>87.23%</td> </tr> </tbody> </table>	Academic Year	Percentage	AY 12/13	77.94%	AY 13/14	85.71%	AY 14/15	87.23%
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<p><b>2520:212 Principles of Sales</b></p> <p>M&amp;ST PLO 2,3:</p> <p>70% of the students will pass the Midterm which tests their knowledge of Sales Fundamentals.</p>	<p>Midterm exam is used to measure the student's knowledge of Sales Fundamental terminology.</p>	<p>AY 12/13 – 70%; AY 13/14 – 93%; AY 14/15 – 69%</p>	<p>The goal was achieved in all semesters assessed except academic year 2014/2015.</p>	<p>Moved part of the course to Springboard Learning Management System for web enhancement.</p> <p>Require completion of online quizzes for each chapter, and offered online studying options. i.e. flash cards</p> <p>Dedicate one class to in class review of midterm.</p>	<p style="text-align: center;"><b>Percentage of Students Scoring at least 73% or higher on the Midterm Exam</b></p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Percentage of Students Scoring at least 73% or higher on the Midterm Exam</caption> <thead> <tr> <th>Academic Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>AY 12/13</td> <td>70%</td> </tr> <tr> <td>AY 13/14</td> <td>93%</td> </tr> <tr> <td>AY 14/15</td> <td>69%</td> </tr> </tbody> </table>	Academic Year	Percentage	AY 12/13	70%	AY 13/14	93%	AY 14/15	69%
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