



Assessment Record

Program: Office Management and Supervision

Assessment period: 2019-2020

Program or Department Mission:

The Department of Business and Information Systems includes the areas of Accounting, Business, Computer Science, and Office Administration. The department provides all students access to quality educational opportunities and experiences that will meet the needs of an ever-changing and increasingly demanding technological society. In addition, the department provides outstanding educational instruction which prepares students for transfer to a college or university.

The Office Management and Supervision Program Student Learning Outcomes are:

- Demonstrate an understanding of the operation of American businesses as a dynamic process in a global setting.
- Demonstrate an understanding of management and supervision within an American business.
- Demonstrate an understanding of accounting and finance within an American business.

Instructional Program Student Learning Outcomes & Assessment Plan – Business Management Program Core Courses

Intended Outcomes	Means of Assessment	Criteria for Success	Summary & Analysis of Assessment Evidence	Use of Results
SLO 1 Demonstrate an understanding of the operation of American businesses as a dynamic	BUS 146: Understand what is meant by a progressive income tax structure.	70% of students will choose the correct concept or terminology when answering the embedded exam questions	35 of the 46 students (76%) attempting the assessment achieved success	The benchmarks for all course outcomes were met. The greatest percentage change based on SLO data was in BUS 146 – Personal Finance. Instructors for BUS 146 moved from an investing viewpoint of instruction to a planning viewpoint of instruction. During the reporting

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<p>process in a global setting.</p>	<p>BUS 263: Demonstrate an understanding of the basics of employment and employment discrimination laws</p> <p>BUS 285: Develop a working knowledge of the terminology of marketing to prepare students for the advanced study in the field of marketing</p> <p>MST 111: Identify the four basic purposes of meetings, differentiate between the leader-controlled approach and the group-centered approach used in meetings and describe the actions that a supervisor can take before, during and after the meeting to make it effective</p>	<p>70% of students will choose the correct concept or terminology when answering the embedded exam questions</p> <p>70% of students will choose the correct concept or terminology when answering the embedded exam questions</p> <p>70% of students will complete an essay and/or research paper naming the four basic purposes of meetings, identifying the purpose requiring the most skill, differentiating between the leader-controlled approach and the group-centered approach and describing the actions that a supervisor can take before, during and after a meeting to make it effective</p>	<p>74 of the 96 students (77%) attempting the assessment achieved success</p> <p>39 of the 43 students (91%) attempting the assessment achieved success</p> <p>30 of the 31 students (97%) attempting the assessment achieved success</p>	<p>period there was a change of emphasis for increasing understanding in investing in stocks, bonds, and mutual funds to financial decision making to minimize the impact of the progressive tax structure on one's quality of life. BUS 146 is now a practical course designed to help students understand the impact of financial decisions in their own lives.</p> <p>BUS 146 - Personal Finance</p> <p>Faculty will continue to monitor student success and make any necessary adjustments to improve student learning. BUS 146 faculty will monitor the success rate of student learning since the change in instructional viewpoint. Faculty altered the project given in BUS 146 to better align with the viewpoint of instruction. The prior project involved a simulated purchase of stocks, bonds and mutual funds. The current project works to increase financial literacy by helping students make better decisions about the use of credit, whether to buy or rent, purchase insurance, etc.</p> <p>Financial Literacy Problems</p> <p>All other SLOs will be evaluated, and changed, if necessary, in Fall 2020.</p>
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<p>SLO 2 Demonstrate an understanding of management and supervision within an American business.</p>	<p>BUS 285: Develop an understanding of marketing communication, media strategy and message strategy</p> <p>MST 111: Define management and describe in detail the five functions of management</p>	<p>70% of students will answer a discussion question identifying and describing the four bases of segmenting consumer markets</p> <p>70% of students will complete an essay and/or research paper identifying and explaining the five functions every manager must perform</p>	<p>37 of the 43 students (86%) attempting the assessment achieved success</p> <p>29 of the 31 students (94%) attempting the assessment achieves success</p>	<p>The prescribed program learning outcome was attained.</p> <p>BUS 285 is a foundation course designed to prepare students for the advanced study of marketing. Faculty decided more embedded questions would enhance student learning success. The means of assessment was expanded to include an embedded question from each chapter. See below for an example of embedded questions:</p> <p>BUS 285 Example Questions</p> <p>The focus of the course shifted from an emphasis in terminology for advanced study of marketing to a focus on how marketing affects quality of life during a pandemic.</p> <p>BUS 285 - Principles of Marketing</p> <p>Student success will be continually monitored by faculty. Instructional staff will make any adjustments needed to improve student learning.</p>
<p>SLO 3 Demonstrate an understanding of accounting and finance within an American business.</p>	<p>BUS 146: Prepare a personal financial plan</p> <p>BUS 146: Understand what is meant by a</p>	<p>70% of students will successfully complete the worksheet that involves recording income and cash outflows to determine net cash flow</p> <p>70% of students will choose the correct concept or terminology</p>	<p>37 of the 48 students (77%) attempting the assessment achieved success</p> <p>35 of the 46 students (76%) attempting the assessment achieved success</p>	<p>Faculty will continue to monitor student success and make any necessary adjustments to improve student learning based on the results of outcome data.</p> <p>The greatest percentage change based on SLO data was in BUS 146 – Personal Finance. Instructors for BUS 146 moved from an investing viewpoint of instruction to a planning viewpoint of instruction. During the reporting period there was a change of emphasis for</p>

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	<p>progressive income tax structure.</p> <p>BUS 241: Complete the accounting cycle through closing entries</p> <p>BUS 241: Prepare an Income Statement, Statement of Owner's Equity and Balance Sheet</p>	<p>when answering the embedded exam questions</p> <p>70% of student will successfully complete journal entries to complete the accounting cycle through closing entries</p> <p>70% of students will successfully complete an exercise or problem requiring the completion of the Income Statement, Statement of Owner's Equity and Balance Sheet</p>	<p>232 of the 266 students (87%) attempting the assessment achieved success</p> <p>222 of the 261 students (85%) attempting the assessment achieved success</p>	<p>increasing understanding in investing in stocks, bonds, and mutual funds to financial decision making to minimize the impact of the progressive tax structure on one's quality of life. BUS 146 is now a practical course designed to help students understand the impact of financial decisions in their own lives.</p> <p>BUS 146 - Personal Finance</p> <p>Traditional classroom courses were forced online in Spring 2020 due to the pandemic. BUS 241 instructors made short, detailed videos for traditional classroom courses to view since face-to-face instruction was lost. An example of a video is provided.</p> <p>ZOOM meetings were also held for courses making the transition from traditional classroom to online instruction.</p> <p>BUS 146 faculty will monitor the success rate of student learning since the change in instructional viewpoint. BUS 241 faculty will use videos in all sections of the course and ZOOM meetings will continue for online sections of the course.</p>
<p>Plan submission date: September 2020</p>			<p>Submitted by: Barrett Cummings</p>	

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SLO 1

BUS 146 – Personal Finance

Examples of tax planning exam questions:

Which of the following is subject to federal income tax?

- a. The tax credit earnings on a Roth IRA
- b. Municipal bond interest
- c. Child-support payments
- d. Tips received
- e. Personal exemptions

Which of the following is subject to federal income tax?

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Contributions are made in after-tax dollars to:

- a. Traditional 401 (k) plans
- b. Traditional IRA plans
- c. SEP Plans
- d. Roth 401(k) plans
- e. 403 (b) plans

SLO 1

Examples of questions to help students increase financial literacy requiring calculations to help them make better decisions about the use of credit, whether to buy or rent, to purchase life insurance, retirement, estate matters, etc.:

Ben Collins plans to buy a house for \$172,000. If the real estate market in his area is expected to increase in value three percent (3%) each year, what will its approximate value be seven years from now?

Solution: $\$172,000 \times 1.230 = \$211,560$

What would be the average tax rate for a person who paid taxes of \$8,281.49 on taxable income of \$65,260?

Solution: $\$8,281.49 / \$65,260 = .01269$ or 12.69%

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SLO 2

A firm that has adopted a societal marketing orientation focuses on _____.

- a. the needs and wants of the customers
- b. aggressive sales techniques
- c. enhancing individuals' and society's long-term best interests
- d. the internal capabilities of the firm

GE has been in the news lately for _____, or bringing back the production of GE appliances to its Louisville, Kentucky plant from China.

- a. ~~inshoring~~
- b. offshoring
- c. insourcing
- d. importing

Which statement is true of consumer behavior?

- a. People's value systems do not affect their consumer behavior.
- b. Consumer behavior cannot be learned.
- c. The study of consumer behavior includes factors that influence purchase decisions and product use.
- d. Consumers' product and service preferences are constant and do not change over time.

SLO 2

BUS 285 – Principles of Marketing

Discuss the impact of COVID-19 on the following terms:

a. Supply chain management:

b. Market segmentation:

c. Convenience products:

d. Customer relationship management:

e. Sustainability:

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SLO 3

BUS 146 – Personal Finance

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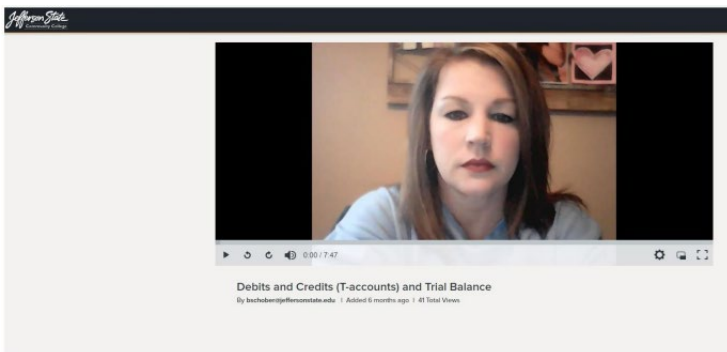
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