

**ACCOUNTING (AS); BUSINESS ADMINISTRATION AS; ECONOMICS AS;
STATISTICS AS
OUTCOMES ASSESSMENT
Program Goals and Objectives
(Compiled by Melissa Meeboer)
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Goal #1

The graduating student will be able to transfer in business-related fields.

Objective 1a

The graduating student will be able to enroll in a bachelor's degree program in business-related fields (accounting, business administration, finance, marketing, management, economics, statistics) at the junior level.

Methods of measuring effectiveness

Student and/or institutional survey—received degree and transferred at junior level; transferred with no degree; received degree but did not transfer; exited with no degree and did not transfer.

Objective 1b

The program articulates with four-year institutions.

Methods of measuring effectiveness

Articulation agreements, college catalog comparisons.

Goal #2

The curriculum ensures that students demonstrate proficiency in the general education requirements of the college.

Objective 2a

Students will demonstrate proficiency through assessment in coursework which emphasizes skills and knowledge as defined by faculty in the general areas of communication skills, analytical and quantitative reasoning, technology skills, social awareness, and information literacy.

Methods of measuring effectiveness

Classroom and Course assessments, program assessments, and program reviews completed by faculty members.

Objective 2b

Student learning in the core competency areas develops through diverse coursework.

Methods of measuring effectiveness

Review of curriculum by division chair and involved faculty member utilizing curriculum review sheet; review of course syllabi and course descriptions by faculty members.

Objective 2c

Degree completion ensures that the students have met the general education requirements for an associate's degree.

Methods of measuring effectiveness

Degree checks and diplomas.

Goal #3

Accounting and Business Administration students will be able to demonstrate knowledge of the key concepts of business disciplines including Accounting, Economics, Marketing, Statistics, and Business Law, and the interrelationships between those disciplines.

Methods of measuring effectiveness

Classroom, Course, and Program Assessments

Goal #4

Students outside the degree areas will be able to demonstrate enhanced awareness of business topics.

Methods of measuring effectiveness

Classroom assessment