



BBA - Marketing Assessment Plan Dashboard - 2018/19

SO	Description	Met Target?		
		Method 1	Method 2	Method 3
1	Utilize management and leadership concepts in the process of decision making.	Met	Met	Met
2	Recommend solutions to organizational challenges based on ethics, relevant formal research and understanding of the environments in which organizations function.	Met	Met	n/a
3	Apply analytical tools and skills used in organizations	Met	Met	n/a
4	Apply the functional areas of business and demonstrate an understanding of their interrelationships with organizations	Met	Met	n/a
5	Apply critical thinking skills	Met	Met	n/a
6	Interpret marketing research to position products and services and promote them successfully	Met	Met	n/a

Key

n/a	not applicable, method not used
NR	not reported, no results reported
Exceeded	exceeded the target
Met	target met, no action required
Not Met	target not met
New	new measurement, results not gathered yet
IP	in process, interpretation of results is in work



BBA - Marketing Assessment Plan Dashboard Detail - 2018/19

SLO 1 - Utilize management and leadership concepts in the process of decision making.

Method 1 Organizational Behavior: Week 5 Summary Quiz	90% of the students will achieve a score of 70% or better.	Met
Method 2 Managing Human Resources: Week 5 Presentation	90% of the students will be deemed as outstanding or proficient per the standardized presentation rubric included in the course curriculum.	Met
Method 3 Employment and Enrollment Survey	50% rate their skill level as high or very high	Met

SLO 2 - Recommend solutions to organizational challenges based on ethics, relevant formal research and understanding of the environments in which organizations function.

Method 1 Management and Leadership Techniques: Week 5 Case Study Analysis	90% of the students will be deemed as outstanding or proficient per the standardized case rubric included in the course curriculum.	Met
Method 2 Ethics and Law: Government Regulation/Ethical Compliance Report	90% of the students will achieve a score of 70% or better.	Met
Method 3 -----		n/a

SLO 3 - Apply analytical tools and skills used in organizations

Method 1 Fundamentals of Accounting Final Exam	Report 90% of the students will achieve a score of 70% or better.	Met
Method 2 Spreadsheets for Leaders: Week 2 Hands-On Exam	90% of the students will achieve a score of 70% or better.	Met
Method 3 -----		n/a

SLO 4 - Apply the functional areas of business and demonstrate an understanding of their interrelationships with organizations

Method 1 Peregrine end of program test overall average score	Will exceed national averages 90% of the students will achieve a score of 70% or better.	Met
Method 2 Strategic Planning: Strategic Audit		Met
Method 3 -----		n/a

SLO 5 - Apply critical thinking skills

Method 1 Strategic Planning: Strategic Audit	90% of the students will achieve a score of 70% or better.	Met
Method 2 Business Finance: Final Project	90% of the students will achieve a score of 70% or better.	Met
Method 3 -----		n/a

SLO 5 - Integrate the principles of planning, organizing, influencing, leading and controlling to prepare

Method 1 Peregrine Marketing Score	Will exceed national averages 90% of the students will achieve a score of 70% or better.	Met
Method 2 Marketing Research: Research Project		Met
Method 3 -----		n/a