**Business Department Assessment Plan 2013-2014**

Submitted by Richard Hudanick

East Central College

Assessment Plan: Introduction to Business

Division: Education and Social Science

Course/Curriculum Name: Introduction to Business

Course History:

 Introduction to Business enjoys over 200 student participants in any give fall/spring academic year. This course is an academic requirement for AAS Accounting, AAS Business, and AA Business Administration. This course has been targeted as an opportunity to increase the general awareness of business with the plan to better engage the student in their career aspirations. A benchmark to determine acceptable classroom effectiveness is a criteria of this assessment.

Intended Program Outcome:

* Explore the many facets of the modern business world
* Survey the functions of business
* Discuss the intertwining of business on the global stage
* Examine the challenges that the 21st century presents to modern business
* Discover career opportunities as they relate to business

Upon successful completion of this course, student will be able to:

* Understand the Environment of Business Globally and the Ethical Aspects of Business Decision Making
* Identify the Trends in Business Today – Ownership forms, e-Business, etc.
* Understanding the Management and Organization of Businesses
* Explain the Human Resource Issues in Attracting and Retaining Employees as well as Motivation factors
* Development, Pricing, Distribution of Product, and Communication to Customers
* Analyze the Business Strategy and Decision Making Process using Financial and Accounting information
* Understand how Money, Banking and Credit play their role in Business today

Means of Assessment

* Standardized Exams
* Standardized Quizzes
* Comprehensive Final
* Stock Report

Defined/Established Criteria

* Students will achieve 80% of program goals and objectives

Summary of Data Collected (Fall 2014/Spring 2015)

The Spring and Summer semesters of 2014 departmental efforts reflected the design of (4) exams (chapter based) and (1) compressive final representing content covering the “objectives” of the course while offering a degree of challenge to the high performing student. It is the “departments” intention to gather data (test/quiz results) during the Fall 2014 and Spring 2015 semesters to determine a strategy for future course updates.