

**ASSESSMENT REPORT
COLLEGE OF SOUTHERN NEVADA**

AAS – Business Management
Degree Program, Unit, or Office

2010-2011
Academic Year

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MEASURABLE OUTCOMES	RESULTS & ANALYSIS	DISSEMINATION (INDIVIDUALS RECEIVING RESULTS)	PLAN FOR USE OF DATA TO IMPROVE PROGRAM, UNIT OR OFFICE SERVICES
<p>1. Students will be able to demonstrate knowledge of current business and management theories as they apply to real-life professional situations.</p> <p>2. Students will be able to apply managerial and motivational leadership theories to practical business settings.</p> <p>3. Demonstrate proficiency for entry-level business or management positions within profit and nonprofit organizations.</p>	<p>Comprehensive Exit Exam A comprehensive exit exam was disseminated to all business graduates for the 2010 – 2011 academic year. The exam covered business, management and accounting principles. 14% of program graduates completed the exit exam with 100% of students scoring 70% or higher. 79.42% scored 70% or higher on the business and management section and 84% scored 70% or higher on the accounting section.</p> <p>Exit Survey The AAS-Business Management graduates were surveyed. 100% of the respondents had an overall favorable educational experience. 57% of respondents intended on transferring to a four year</p>	<p>The results of the Comprehensive Exit Exam, Exit Survey and Employer Survey were charted and distributed to first the department assessment and curriculum committee and then to all department faculty during Fall 2011. The Business Advisory Board also received information regarding the assessment results.</p>	<p>The results of the Comprehensive Exit Exam, Exit Survey and Employer Survey will be included in the ACBSP Quality Assurance Report due February 2012. The results will also be included in the Business Administration Program Review Report due December 2011. The Associate of Applied Science for Business Management 2010-2011 Assessment Report will be loaded on the Business Department Website as well as the Department Program Review and ACBSP Quality Assurance Report.</p> <p>Faculty discussed how to improve the response rate for the Comprehensive Exit Exam, Exit Survey and Employer. Suggestions included making the exam and survey a requirement prior to graduates receiving their diplomas and disseminating the exit exam and survey to graduating students while they are still enrolled in their last semester.</p> <p>Aside from existing articulation agreements, we</p>

	<p>institution.</p> <p>Employer Survey An employer survey was disseminated to capture employer satisfaction with CSN Business Management students. 100% of respondents rated the level of core competency and preparedness of the CSN Business Program students as above average.</p>		<p>have entered into two new additional articulation agreements with 4 year institutions. We have implemented and will be utilizing an improved student information system which will assist in tracking our business program graduates within the Nevada System of Higher Education.</p> <p>A greater outreach for employer feedback will continue and become established as time progresses.</p>
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