

**ASSESSMENT REPORT
COLLEGE OF SOUTHERN NEVADA**

Associate of Business
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 an introductory level of competency in the fields of:</p> <ul style="list-style-type: none"> • accounting • business principles • management <p>2. Students will be able to illustrate how management uses the accounting system in operating the business enterprise.</p> <p style="text-align: center;">PROGRAMMATIC OUTCOME</p> <p>3. Successful program graduates will be prepared to pursue further specialized study</p>	<p>Comprehensive Exit Exam A comprehensive exit exam was disseminated to all Associate of 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>G.P.A. Report The program graduate G.P.A. report was prepared by the Institutional Research Division of CSN to capture August, December and May graduate data. There were 279 Associate of Business</p>	<p>The results of the Comprehensive Exit Exam, G.P.A. Report and the Exit 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, G.P.A. Report and the Exit 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 Business 2010-2011 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 and Exit Survey. 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>Faculty is concerned that the majority of Associate of Business graduates intend to transfer to UNLV and the UNLV College of</p>

<p>in business related major areas at a four-year college or university.</p>	<p>degrees granted from August 2010 through May 2011. The G.P.A. analysis for this graduate group exceeded our program goals by meeting the following: an aggregate cumulative 3.11 G.P.A.; an aggregate special program G.P.A. of 3.16; and an aggregate general education G.P.A. of 3.07.</p> <p>Exit Survey An exit survey was disseminated to all program graduates to measure transfer intent to a baccalaureate institution and overall program satisfaction. 14% of graduates completed the Exit Survey. For those who completed the Exit Survey, their results exceeded our program goals by meeting the following: 88.6% of graduates intended to transfer to a four year institution and 77% of graduates rating their business courses good or above.</p>		<p>Business continues to erode the AB transfer agreement with CSN.</p> <p>Aside from existing articulation agreements, we 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>
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