Annual Assessment Report 2021-2022

BSBA E-Business

E-Business

College of Business

CONTACT
Name of Program Assessment Lead Candice Huynh
Name of Person Completing Report Candice Huynh

DISCIPLINARY ACCREDITATION Yes

DEVELOPMENT AND DOCUMENTATION OF STUDENT LEARNING OUTCOMES
How were the program's SLOs developed? (select all that apply)
- o   Our disciplinary accrediting agency has <u>required</u> learning outcomes, so we use them.
- o   Our disciplinary accrediting agency has <u>recommended</u> learning outcomes, so we used and/or modified them.
- o   We developed them as a program/department using our own knowledge and expertise of the field.

Other than the [CPP Catalog](#) and the [Office of Assessment and Program Review website](#), where else are your SLOs published? Select all that apply.
- Department Website - provide URL: https://www.cpp.edu/cba/technology-4andoperationsmanagement/ebzcurriculum/learninggoals.shtml

ASSESSMENT ACTIVITIES IN 2021-2022

This section provides the opportunity for programs to share and discuss assessment activities conducted in **AY 2021-2022.** This includes data collection, rubric development, data analysis, discussion of findings, development or implementation of closing the loop improvement strategies, update of your assessment plan and/or curriculum matrix, etc.

How many total SLOs does your program assess according to your assessment plan?
- 1

How many SLOs did your program assess this past year in 2021-2022?

- My program assessed SLOs in AY 2021-2022

Please list the SLOs examined

- SLO #1: EBZ graduates will identify advances in electronic business technology and principles of technology management.

Student Learning Outcome (SLO): EBZ graduates will identify advances in electronic business technology and principles of technology management.

Assessment Activities	Evidence Used	Evaluation and Interpretation of Evidence
• Collected indirect evidence of student learning (e.g., surveys, interviews, focus groups, etc.)	• Student survey/interview/focus group with self-reports of SLO achievement • Employer meetings/discussions/survey/interview of student SLO achievem3ent	

Findings			
N of Artifacts	Criterion Used	Goal Met	Eye-opening Result

IMPROVING THROUGH ASSESSMENT

Overall, what best describes how the program used the results in 2021-2022? Select all that apply.

- Results indicated no action needed because students met expectations

Ideas to improve student learning can come from different constituents. With whom did the program discuss assessment planning and/or share results during AY 2021-2022? Select all that apply.

- Program/department faculty as whole

The past academic year posed both challenges and opportunities. Please share any assessment discoveries (e.g., insights about assessment procedures, great achievements, etc.) regarding program assessment in 2021-2022 so that others may learn from your experiences.

Our students are well prepared for jobs. Employers continue to hire our students at respectable starting salaries.

CPP's GI2025 goals What assessment-related efforts do you already implement, or would implement to support the campus' diversity, equity, and inclusion (DEI) efforts? (e.g., planned or current disaggregation of assessment data by race/ethnicity, etc.) Undergraduate programs may wish to refer to CPP's GI2025 goals. (Not Mandatory)

We recruit students from diverse backgrounds and areas.

Does the program offer a certificate or credential (e.g., teaching credential)?

- No

The most current assessment plan and curriculum matrix we have on file for your program may be found here. To ensure we have the most updated assessment plan and curriculum matrix for your program, and for posting on our website, please upload the following documents:

Assessment Plan
Yes
Curriculum Matrix
Yes