



Annual Assessment Report 2023-2024

BS Business Administration – Marketing Management Department of International Business & Marketing College of Business

CONTACT

Name of Program Assessment Lead Dr. Elif Ozkaya

Name of Person Completing Report Dr. Elif Ozkaya

DISCIPLINARY ACCREDITATION Yes

DEVELOPMENT AND DOCUMENTATION OF STUDENT LEARNING OUTCOMES

How were the program's SLOs developed? (select all that apply)

- Our disciplinary accrediting agency has recommended learning outcomes, so we used and/or modified them.

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/international-business-marketing/curriculum/learning-outcome.shtml>
- Course Syllabi

ASSESSMENT ACTIVITIES IN 2023-2024

This section provides the opportunity for programs to share and discuss assessment activities conducted in **AY 2023-2024**. 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?

- 2

How many SLOs did your program assess this past year in 2023-2024?

- My program assessed SLOs in AY 2023-2024 (e.g., artifact collection, scoring, closing the loop, etc.).

Please list the SLOs examined

- SLO #1: SLO 5: Marketing Management students will demonstrate collaboration, contribution, and timeliness in producing a group work.
- SLO #2: SLO 4: Marketing Management students will be able to identify and explain key aspects of global, cultural, diversity and ethical issues in business decision making.

Student Learning Outcome (SLO): SLO 5: Marketing Management students will demonstrate collaboration, contribution, and timeliness in producing a group work.

Assessment Activities	Evidence Used	Evaluation and Interpretation of Evidence
Collected/Analyzed/Developed/Modified/Discussed assessment tools	Assignment/exam/paper completed as part of regular coursework (Direct)	Used rubric or scoring guide

Findings			
N of Artifacts	Criterion Used	Goal Met	Eye-opening Result
213	70% cut off	Yes	Data collection methodology when streamlined with Canvas, it is time-saving on faculty energy.

Student Learning Outcome (SLO): SLO 4: Marketing Management students will be able to identify and explain key aspects of global, cultural, diversity and ethical issues in business decision making.

Assessment Activities	Evidence Used	Evaluation and Interpretation of Evidence
Collected/Analyzed/Developed/Modified/Discussed assessment tools	Assignment/exam/paper completed as part of regular coursework (Direct)	Scored exams/tests/quizzes

Findings			
N of Artifacts	Criterion Used	Goal Met	Eye-opening Result
108	70% cut off	Yes	our students are performing well in ethical issues.

IMPROVING THROUGH ASSESSMENT

Ideas to improve student learning can come from different constituents. With whom did the program discuss assessment planning and/or share results during AY 2023-2024? Select all that apply.

- Program/department faculty as whole
- A committee of program/department faculty
- Program/department assessment committee
- College curriculum committee
- College assessment committee
- College Assessment Liaison

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 2023-2024 so that others may learn from your experiences.

We did not feel any challenges especially when compared to 2021 or 2022.

Please share how the program triangulates various data sources to determine student success. Consider assessment findings, [CPP's GI2025](#) markers, [CSU Dashboard](#), CPP's [Student Success Dashboard](#) on Tableau, [CPP's Graduating Senior Survey](#) on Tableau, course evaluations, etc.

We are not yet using these sources but we are planning to incorporate.

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 - No