

**College of Agriculture and Applied Sciences (CAAS)  
Aviation and Technical Education (AVTE)  
Utah State University Eastern  
Assessment Plan**

**Business - AB**

**Fall 2021**

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## **Student Learning Outcomes (What)**

The Associate of Science Degree in Business is a 65-hour (four full-time semesters) degree is designed students with the knowledge, technical skills, and work habits required for business management in the public, private, or non-profit sector. Topics include business fundamentals, marketing, human relations, leadership, personnel training, management, project management, customer service management, business technology, Microsoft Office software.

Students who complete this degree will be able to do the following:

1. Recognize and describe basic business management principles
2. Use business software to produce complex documents, spreadsheets and presentations containing graphics and tables with relative speed and efficiency
3. Describe the changing work environment and the skills needed by the office administrator to function in such an environment and demonstrate those skills.
4. Demonstrate professional and technical verbal and written communication skills through a variety of common business documents
5. Produce fundamental marketing and promotional materials
6. Demonstrate knowledge of the basic accounting operations and use of computerized accounting software by creating accurate financial statements

## **Plan for Assessing Each Student Learning Outcome (How)**

<b>Assessment Planning (How)</b>	Method for assessing learning (at least one direct measure required)	Timetable for assessment activity (at least one activity each academic year)
Learning Outcome #1 Recognize and describe basic business management principles (See Appendix A for rubrics)	BUSN 1010 Business Principles – Final Project BUSN 2930 Organizational Behavior – Decision Making Activity	BUSN 1010 – First Year BUSN 2930 -- Elective

<b>Assessment Planning (How)</b>	Method for assessing learning (at least one direct measure required)	Timetable for assessment activity (at least one activity each academic year)
<p>Learning Outcome #2 Use business software to produce complex documents, spreadsheets and presentations containing graphics and tables with relative speed and efficiency (See Appendix B for rubrics)</p>	<p>BCIS 1410 Spreadsheets – Final Project BCIS 1405 Word Processing – Final Project BUSN 1091 Business Presentations – Try Something New</p>	<p>BCIS 1410 – First Year BUSN 1091 – Second Year BCIS 1405 -- Elective</p>
<p>Learning Outcome #3 Describe the changing work environment and the skills needed by the office administrator to function in such an environment and demonstrate those skills (See Appendix C for rubrics)</p>	<p>BUSN 2200 Business Communication – Informational Report BUSN 2390 Organizational Behavior – Reconstructing Professionalism in Ford Motor Company</p>	<p>BUSN 2200 – Second Year BUSN2930 – Elective</p>
<p>Learning Outcome #4 Demonstrate professional and technical verbal and written communication skills (See Appendix D for rubrics)</p>	<p>BUSN 2200 Business Communication – Week 6 Persuasive Message BUSN 2200 Business Communication – Formal Business Presentation BUSN 1091 Business Presentations – Face-to-Face Presentation (Part 3 Delivery)</p>	<p>ENGL 1010 – First Year BUSN 2200 – Second year BUSN 1091 – Second Year</p>
<p>Learning Outcome #5 Produce fundamental marketing and promotional materials (See Appendix E for rubrics)</p>	<p>BUSN 2201 Marketing Concepts – Identify Target Market BUSN 2201 Marketing Concepts – Marketing Campaign BUSN 1010 Business Principles – Final Project</p>	<p>BUSN 1010 – First Year BUSN 2201 – Second Year</p>

<b>Assessment Planning (How)</b>	Method for assessing learning (at least one direct measure required)	Timetable for assessment activity (at least one activity each academic year)
Learning Outcome #6 Demonstrate knowledge of the basic accounting operations and use of computerized accounting software (See Appendix F for rubrics)	BUSN 1021 Personal Finances – Personal Financial Statements  BUSN 2020 Managerial Accounting - Process Costing  BUSN 2010 Financial Accounting – Cash Flow Statements	BUSN 2010 – First Year BUSN 2020 – First Year BUSN 1021 – Elective

## **Program Assessment**

Program assessment is completed through the following methods:

### 1. **Gathering Assessment Information:**

- **Professional Advisory Committee (PAC):** Faculty will participate in annual meetings with professionals in business and industry to determine the needs of their potential employees.
- **Individual Course Evaluations:** Course data will be collected every year by the instructors through course evaluations and summative and formative assessments in the course
- Student satisfaction will be collected at the end of every course through
- **Course Data:** Student enrollment, pass rates, and industry certifications tied to specific courses.
- **Student Graduation Outcomes:** We will request graduation reports from the academic advisors and compare them to course and degree enrollments. Additionally, we will request the names of students who have completed BUSN and BCIS courses but have not declared our certificates or ASS degree on their program of study. This information will be used to create a completion/placement report.
- **Student Placement Rates:** Data is collected by registrar’s office, through informal graduation interviews completed by academic advisor, and directly from employers.

2. **Review of Assessment Information:** Each year, the full-time faculty who teach BUSN and BCIS courses in the Business AB degree meet in person to review the program and propose changes for the upcoming year.

3. **Annual Summary Report:** The program coordination will be responsible for writing the summary report.
4. **Implementation:** The Department of Aviation and Technical Education (AVTE) conducts on-going assessment of the degree and certificate programs and makes improvements or adjustments as needed.

**Curriculum Mapping Worksheet (Where)**

*Key: "I"=Introduced; "R"=Reinforced/Practiced; "A"=Assessed and Evidence Collected*

Curriculum Map (Where)	Student Learning Outcomes					
<b><u>Degree Program Courses or Experiences</u></b>	Recognize and describe basic business management principles	Use business software to produce complex documents, spreadsheets and presentations containing graphics and tables with relative speed and efficiency	Describe the changing work environment and the skills needed by the office administrator to function in such an environment, and demonstrate those skills	Demonstrate professional and technical verbal and written communication skills through a variety of common business documents	Produce fundamental marketing and promotional materials	Demonstrate knowledge of the basic accounting operations and use of computerized accounting software by creating accurate financial statements
BUSN 2010 Financial Accounting		R				A
BCIS 1410 Spreadsheet I (Excel)		I, R, A		I		I, R
BUSN 2020 Managerial Accounting		R				A
BUSN 1050 Business Math						I, R, A
BUSN 2020 Managerial Accounting	P					R, A

Curriculum Map (Where)	Student Learning Outcomes					
<u>Degree Program Courses or Experiences</u>	Recognize and describe basic business management principles	Use business software to produce complex documents, spreadsheets and presentations containing graphics and tables with relative speed and efficiency	Describe the changing work environment and the skills needed by the office administrator to function in such an environment, and demonstrate those skills	Demonstrate professional and technical verbal and written communication skills through a variety of common business documents	Produce fundamental marketing and promotional materials	Demonstrate knowledge of the basic accounting operations and use of computerized accounting software by creating accurate financial statements
BCIS 2420 Database I (Access)	I, R, A	I, R, A				I
BUSN 1010 Business Principles	I		I	I, R	R, A	I
BUSN 2320 Small Business Management	I, R, A		I, R, A	R	I, R, A	I, R, A
BUSN 2390 Organizational Behavior	R		I, R, A	R		
BUSN 1091 Business Presentations		I, R, A	P	I, R, A		
BUSN 2050 Business Law	I, R		I	R		
BUSN 2200 Business Communication		R	I, R	I, R, A		
BUSN 2201 Marketing Concepts	R	R	I, R, A	R	I, R, A	
Elective Courses:						
BCIS 1040 Introduction to Programming		I, R, A				

Curriculum Map (Where)	Student Learning Outcomes					
<u>Degree Program Courses or Experiences</u>	Recognize and describe basic business management principles	Use business software to produce complex documents, spreadsheets and presentations containing graphics and tables with relative speed and efficiency	Describe the changing work environment and the skills needed by the office administrator to function in such an environment, and demonstrate those skills	Demonstrate professional and technical verbal and written communication skills through a variety of common business documents	Produce fundamental marketing and promotional materials	Demonstrate knowledge of the basic accounting operations and use of computerized accounting software by creating accurate financial statements
BCIS 1081 Introduction to Mobile App Development		I, R, A		R	R	
BCIS 1300 Website Design		I, R, A	R	R	R	
BCIS 1340 Digital Video Production		I, R, A	I	R		
BCIS 1350 Interactive Web Design		I, R, A	I	R		
BCIS 1405 Word Processing (Word)		I, R, A		R		
BCIS 1540 Cloud Computing	I	I, R, A	I			
BCIS 2210 Linux		I, R, A				
BCIS 2330 Business Networks		I, R, A				
BCIS 2430 Desktop Publishing		I, R, A		R	R	

Curriculum Map (Where)	Student Learning Outcomes					
<b><u>Degree Program Courses or Experiences</u></b>	Recognize and describe basic business management principles	Use business software to produce complex documents, spreadsheets and presentations containing graphics and tables with relative speed and efficiency	Describe the changing work environment and the skills needed by the office administrator to function in such an environment, and demonstrate those skills	Demonstrate professional and technical verbal and written communication skills through a variety of common business documents	Produce fundamental marketing and promotional materials	Demonstrate knowledge of the basic accounting operations and use of computerized accounting software by creating accurate financial statements
BCIS 2441 Photoshop		I, R, A			R	
BCIS 2500 Operating an On-line Business	I, R, A		R		R	
BCIS 2610 Administering Windows		I, R, A				
BCIS 2641 Cybersecurity / Security +		I, R, A				
BUSN 1021 Personal Finance		R		R		I, R
BUSN 2988 Entrepreneurial Thought	I, R, A		I, R, A	R	I, R, A	I



## **Appendix A**

### **Learning Outcome #1 Evidence of Assessments**

**Recognize and describe basic business management principles**

Busn 1010- Final Project <span style="float: right;">✎ 🔍 🗑</span>			
Criteria	Ratings		Pts
Intellectual understanding of the 14 Business Principles Use a combination of Visual Aids, Exhibits, and brief Written Explanations, to demonstrate intellectual understanding.	60 pts Full Marks	0 pts No Marks	60 pts
Reflective insight for each of the 14 Principles Use a combination of Visual Aids, Exhibits, and brief Written Explanations, to demonstrate intellectual understanding.	60 pts Full Marks	0 pts No Marks	60 pts
Overall flow and understanding of the collective purpose of the Principals. Show a flow in your slides, writing, and visual aids, so that the grader can follow your thoughts and ideas in an organized manner.	20 pts Full Marks	0 pts No Marks	20 pts
Grammar and spelling	10 pts Full Marks	0 pts No Marks	10 pts
			Total Points: 150

## **Appendix B**

### **Learning Outcome #2 Evidence of Assessments**

**Use business software to produce complex documents, spreadsheets and presentations containing graphics and tables with relative speed and efficiency**

**BUSN 1091 - Try Something New**

You've already rated students with this rubric. Any major changes could affect their assessment results.

Criteria	Ratings		Pts
Presentation was made using new software	20 pts Full Marks	0 pts No Marks	20 pts
Introductory Slide Introduces the name of the software application.	5 pts Full Marks	0 pts No Marks	5 pts
3 Reasons Identifies three reasons for selecting this software to try.	10 pts Full Marks	0 pts No Marks	10 pts
One thing you loved about the software.	5 pts Full Marks	0 pts No Marks	5 pts
One thing you disliked about the software.	5 pts Full Marks	0 pts No Marks	5 pts
The conclusion made recommendation about software and included support for the decision	10 pts Full Marks	0 pts No Marks	10 pts
Reference slide included 3 sources	15 pts Full Marks	0 pts No Marks	15 pts
Replies were made to at least 5 posts	15 pts Full Marks	0 pts No Marks	15 pts
Posted presentation to discussion	5 pts Full Marks	0 pts No Marks	5 pts
Proper grammar, spelling, and punctuation were used.	10 pts Full Marks	0 pts No Marks	10 pts
			Total Points: 100




## Appendix C


### Learning Outcome #3 Evidence of Assessments

**Describe the changing work environment and the skills needed by the office administrator to function in such an environment, and demonstrate those skills**

**BUSN 2930: Decision Making Assignment**

Criteria	Ratings		Pts
Reflective rational for personal decision to arrived at.	10 pts Full Marks	0 pts No Marks	10 pts
Show an understanding of legal issues in regards to termination of employment as described in class.	10 pts Full Marks	0 pts No Marks	10 pts
			Total Points: 20

BUSN 2200 - Short, Informational Report on Professionalism   			
Criteria	Ratings		Pts
<b>Outline*</b> Outline of research is included.	5 to >0 pts Full Marks	0 pts No Marks	5 pts
<b>Formatting</b> Report if formatted a business letter with appropriate elements, single-spaced, and blank one between paragraphs. Includes return address, date, inside address, subject line, and closing block.	5 to >0 pts Full Marks	0 pts No Marks	5 pts
<b>Introduction/Background*</b> The soft skill is introduced, a brief background is included, and its importance in the workplace is briefly described in the opening paragraph.	5 to >0 pts Full Marks	0 pts No Marks	5 pts
<b>Three main ideas*</b> The body includes three main ideas about the soft skill and each idea is in its own paragraph(s) or section.	15 to >0 pts Full Marks	0 pts No Marks	15 pts
<b>Summary/Closing*</b> The final paragraph summarizes the research and provides a forward-looking ending that connects the skill to the workplace.	5 to >0 pts Full Marks	0 pts No Marks	5 pts
<b>Mechanics</b> Grammar, spelling, and punctuation are accurate with no obvious errors that would have been caught by spelling or grammar checks.	10 to >0 pts Full Marks	0 pts No Marks	10 pts
<b>Style, Language, Tone</b> The report is clear, concise, and correct; it is professional with a positive tone.	15 to >0 pts Full Marks	0 pts No Marks	15 pts
			Total Points: 60

BUSN 2390: Reconstructing Professionalism in Ford Motor Company   			
Criteria	Ratings		Pts
Identify key points of Professional Behavior	5 pts Full Marks	0 pts No Marks	5 pts
Explain the context that Ford's strategic goals provide for the design of its organization structure.	5 pts Full Marks	0 pts No Marks	5 pts
Explain the context that Ford's external environment provides for its strategic goals and the design of its organization structure.	5 pts Full Marks	0 pts No Marks	5 pts
Show a reflective view in your answers	5 pts Full Marks	0 pts No Marks	5 pts
			Total Points: 20



## **Appendix D**

### **Learning Outcome #4 Evidence of Assessments**

**Demonstrate professional and technical verbal and written communication skills through a variety of common business documents**

**BUSN 2200 Persuasive Message Final**



Criteria	Ratings		Pts
Organization - Indirect Approach	5 pts Full Marks	0 pts No Marks	5 pts
Content - Opening paragraph grabs readers attention and creates a personal connection with the reader.	5 pts Full Marks	0 pts No Marks	5 pts
Content -- Body describes the benefits of saying yes	5 pts Full Marks	0 pts No Marks	5 pts
Content- The closing makes a request that asks for action and tells what's next.	5 pts Full Marks	0 pts No Marks	5 pts
Mechanics - correct grammar, spelling, and punctuation are used.	10 pts Full Marks	0 pts No Marks	10 pts
Language - writing is clear and concise.	5 pts Full Marks	0 pts No Marks	5 pts
Design - Correct business letter format is used.	5 pts Full Marks	0 pts No Marks	5 pts
			Total Points: 40

BUSN 2200 Formal Business Presentation

<b>Peer Reviewer Name:</b>		
<b>Presenter Name:</b>		
<b>Informal Persuasive Presentation</b>	<b>Yes</b>	<b>No</b>
Appropriate length (3-5 minutes seconds)		
Speech has a hook that grabs your attention		
Speech use Rule of Three to present 3 main ideas		
Speech conclusion includes a call to action		
Language was professional but not technical		
Content was informational and made sense		
Presenter used eye contact and smiling to connect with the audience		
Delivery was confident and comfortable and enthusiastic		
Slide show was appropriate and increased interest in the content		
One Strength:		
One Weakness:		

BUSN 1091 - Face-to-Face Presentation - Part 3 Delivery			
You've already rated students with this rubric. Any major changes could affect their assessment results.			
Criteria	Ratings		Pts
<b>Body Language</b> The presenter had good posture, appropriate gestures, and deliberate movement. Body language showed engagement and did not distract from the presentation.	5 pts Full Marks	0 pts No Marks	5 pts
<b>Eye Contact</b> The presenter spent the majority of the presentation connecting with the audience and looking at the camera (not at notes).	10 pts Full Marks	0 pts No Marks	10 pts
<b>Speaking Voice</b> Presenter avoided: Speaking too quickly or too softly Speaking in monotone Mumbling Using filler words like "um," "like," and "you know."	10 pts Full Marks	0 pts No Marks	10 pts
<b>Smile</b> The presenter used smiling to connect with the audience.	5 pts Full Marks	0 pts No Marks	5 pts
<b>Start and Close</b> The start of the presentation hooks the audience and gets their attention; the close of the presentation ends with a call to action and a vision of the future.	10 pts Full Marks	0 pts No Marks	10 pts
<b>Strategic Pauses</b> Pauses were used to connect with the audience, refocus listeners, and control the pace of the presentation.	5 pts Full Marks	0 pts No Marks	5 pts
<b>Video</b> Video showed both the presenter and the slides.	5 pts Full Marks	0 pts No Marks	5 pts
<b>Reflective Summary</b> Summary was in ABC format and included what went well, what was challenging, and what was learned.	10 pts Full Marks	0 pts No Marks	10 pts
			Total Points: 60




## **Appendix E**

### **Learning Outcome #5 Evidence of Assessments**

**Produce fundamental marketing and promotional materials**

**BUSN 2201: Identify Target Market**

Criteria	Ratings		Pts
Show in your reflection an understanding of the 7 keys to Identifying Target Markets.	5 pts Full Marks	0 pts No Marks	5 pts
Show understanding what Target Markets are.	5 pts Full Marks	0 pts No Marks	5 pts
			Total Points: 10

Busn 1010- Final Project   			
Criteria	Ratings		Pts
Intellectual understanding of the 14 Business Principles Use a combination of Visual Aids, Exhibits, and brief Written Explanations, to demonstrate intellectual understanding.	60 pts Full Marks	0 pts No Marks	60 pts
Reflective insight for each of the 14 Principles Use a combination of Visual Aids, Exhibits, and brief Written Explanations, to demonstrate intellectual understanding.	60 pts Full Marks	0 pts No Marks	60 pts
Overall flow and understanding of the collective purpose of the Principals. Show a flow in your slides, writing, and visual aids, so that the grader can follow your thoughts and ideas in an organized manner.	20 pts Full Marks	0 pts No Marks	20 pts
Grammar and spelling	10 pts Full Marks	0 pts No Marks	10 pts
			Total Points: 150

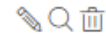
BUSN 2201 Final Project: Marketing Campaign   			
Criteria	Ratings		Pts
Find and work with a real company on creating a Marketing Campaign.	25 pts Full Marks	0 pts No Marks	25 pts
Create a Marketing Mix Assessment for the Company.	25 pts Full Marks	0 pts No Marks	25 pts
Create a SWOT Analysis sheet for the Company	25 pts Full Marks	0 pts No Marks	25 pts
Create a Marketing Brand, Logo, and Slogan for the Company.	25 pts Full Marks	0 pts No Marks	25 pts
			Total Points: 100



## Appendix F

### Learning Outcome #6 Evidence of Assessments

**Demonstrate knowledge of the basic accounting operations and use of computerized accounting software by creating accurate financial statements**

**BUSN 1021 - Personal Financial Statements**

You've already rated students with this rubric. Any major changes could affect their assessment results.

Criteria	Ratings		Pts
<p>Document or video was organized in ABC format and was professional.</p> <p>The summary included an introduction, one paragraph for each key idea, and a conclusion. Report or video was professional with few grammar errors; the content was organized and easy to follow.</p>	5 to >0 pts Full Marks	0 pts No Marks	5 pts
<p>Introduction</p> <p>Describe the financial statements that were created and why they are important.</p>	5 to >0 pts Full Marks	0 pts No Marks	5 pts
<p>Body</p> <p>Included three key ideas that were learned from creating personal financial statements</p>	15 to >0 pts Full Marks	0 pts No Marks	15 pts
<p>Conclusion</p> <p>Shared possible changes to personal finances that might be made after reviewing financial statements.</p>	5 to >0 pts Full Marks	0 pts No Marks	5 pts
			Total Points: 30

		Template		Process Costing		Equivalent Units Math		Production Report	
<b>WIP Factory #1</b>									
Goal is to find the COGM to transfer to WIP Factory #2									
DM	%	Mfg	Actual	Equivalent	Math Calculations		Average	Reconcile	
DL/MO	Complete	COSTS	Units	Units	DM	DL/MO	Cost		
<b>Beg WIP Factory #1:</b>									
DM									
DL									
MO									
<b>Plus Costs Added to Factory #1:</b>									
DM									
DL									
MO									
		Total Units		Total Costs					
<b>Less End WIP Factory #1:</b>									
DM			Partial EU						
DL			Partial EU						
MO									
<b>COGM Factory #1:</b>									
	100%			← Full EU →	<b>Math</b>				
				Partial EU					
				Total EU					
				Total Cost/Total EU					
				Rate					
				Partial EU					
<b>Reconcile:</b>									
				Rate x Partial EU					
<b>Costs Added to Production &amp; Transferred to WIP #2</b>									
<b>Journal Entry</b>	<b>Dr</b>	<b>Cr</b>			<b>DM</b>	<b>DL/MO</b>			
WIP Factory #2				→				→	
WIP Factory #1									

## Cash Flow Firm #2

### Income Statement New Year

Sales	412500
COGS	<u>225000</u>
Gross Margin	187500
-Expenses	<u>135000</u>
Net Income	<u>52500</u>

### Retained Earnings Statement New Year

Beg RE	58500
+Net Income	52500
-Dividends	21000
End RE	<u>90000</u>

### Balance Sheet (Old and New Years)

	New yr	Old yr	Formula	Trial Balance	
	Assets			Debit	Credit
				Use	Source
<b>Current Assets:</b>					
Cash	4500	9000	-4500		4500
AR	33000	36000	-3000		3000
Inventory	75000	60000	15000	15000	
<b>Long Term Assets:</b>					
Equipment	262500	225000	37500	37500	
<b>Liabilities</b>					
<b>Current Liabilities:</b>					
AP	60000	54000	6000		6000
<b>Long Term Liabilities:</b>					
Notes Payable	0	0	0		
Bonds Payable	0	0	0		
<b>Stockholders' Equity</b>					
Common Stock	225000	217500	7500		7500
PIC Excess CS	0	0	0		
Retained Earnings	90000	58500	31500		31500
Total Debit = Credit				52500	52500