College of Agriculture and Applied Sciences (CAAS)

Aviation and Technical Education (AVTE)

Utah State University

Assessment Plan

IT Support & Web Development (AAS)

Fall 2021

Student Learning Outcomes (What)

The Associate of Applied Science (AAS) in IT Support and Web Development can lead to a rewarding, in-demand career. This degree combines the best of web design training with the technical aspects of maintaining a local area network for small businesses. Students gain the skills needed to work in entry-level jobs in web page design, photo editing, video production, computer networking, and entrepreneurship.

The degree also includes stackable pieces to help students who want to gain valuable skills while still leaving options open for additional study. For example, students can also choose to take specific classes in just Web Business or Digital Design to obtain a one-semester length program in Web Business or Digital Design. Later, the classes in these shorter programs can be used to meet requirements for a one-year Certificate in IT Support or the AAS in IT Support and Web Development along with other degrees such as the AAS in General Technology and a BS in Technology Systems

In addition, several of the classes in the degree can be used for the Business Education BS degree.

Intended Outcomes:

Students will take courses designed to provide basic knowledge that can be used to create and secure basic computer networks, design digital materials, and create initial e-commerce and web pages used for a small business.

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

1. Use and support computer operating systems and applications for Windows and Linux in the support of business operations.
2. Understand and develop networks and the use of virtual machines (hardware, software, and protocols)
3. Implement current security protocols (Security+ certification)
4. Use various editors, content creators, and other software tools to create and maintain a business web site. Also learn the basics HTML5, CSS, JavaScript and related web programming languages
5. Use current software tools to design digital media (graphics, pictures, and video) for web pages and to promote business operations and brand
6. Learn the basics of small business management and Web Business operations to enhance ability to support the organization.

Plan for Assessing Each Student Learning Outcome (How)

Assessment Planning (*How*)	Method for assessing learning (at least one direct measure required)	Timetable for assessment activity (at least one activity each academic year)
Learning Outcome #1 Use and support computer operating systems and applications for Windows and Linux in the support of business operations. (See Appendix A for rubrics)	BCIS 2610 Administering Windows – BCIS 2210 Linux Operating Systems – BCIS 1410 Spreadsheet I (Excel) BCIS 2420 - Database I (Access)	Before each semester with the classes specified, ensure instructional resources (books) are consistent with current industry certifications.
Learning Outcome #2 Understand and develop networks and the use of virtual machines (hardware, software, and protocols) (See Appendix B for rubrics)	BCIS 2330 Business Data Communications and Networking – BCIS 2610 Administering Windows – BCIS 2210 Linux Operating Systems –	
Learning Outcome #3 Implement current security protocols (Security+ certification) (See Appendix C for rubrics)	BCIS 2651 Cybersecurity / Security+ – BCIS 2330 Business Data Communications and Networking – BCIS 2610 Administering Windows – BCIS 2210 Linux Operating Systems –	

Learning Outcome #4 Use various editors, content creators, and other software tools to create and maintain a business web site. Also learn the basics HTML5, CSS, JavaScript and related web programming languages (See Appendix D for rubrics)	BCIS 1350 Interactive Web Design – BCIS 2441 Photoshop – BCIS 1540 -- Cloud Computing -- BCIS 2430 - Desktop Publishing	
Learning Outcome #5 Use current software tools to design digital media (graphics, pictures, and video) for web pages and to promote business operations and brand (See Appendix E for rubrics)	BCIS 1340 - Digital Video Production BCIS 2441 Photoshop – BUSN 2201 Marketing Concepts – Identify Target Market	
Learning Outcome #6 Learn the basics of small business management and Web Business operations to enhance ability to support the organization. **(See Appendix F for rubrics)**	BCIS 2500 - Web Business BUSN 2320 Small Business Management BUSN 2710 - Entrepreneurial Mindset	

Program Assessment

Program assessment is completed through the following methods:

1. <u>**Gathering Assessment Information**</u>:
   - **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. <u>**Review of Assessment Information:**</u> Each year, the full-time faculty who teach BUSN and BCIS courses in the Small Business Operations AAS degree meet in person to review the program and propose changes for the upcoming year.
3. <u>**Annual Summary Report:**</u> The program coordination will be responsible for writing the summary report.
4. <u>**Implementation:**</u> 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.

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Curriculum Mapping Worksheet *(Where)*

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

Curriculum Map (Where) — Degree Program Courses or Experiences	Student Learning Outcomes					
	Recognize and describe basic small business management principles	Develop a working knowledge of various computer software, networking, and security applications commonly used in small business operations to create accurate and professional business documents	Demonstrate professional behaviors and attitudes needed for success in 21st century workplace	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
BUSN 2020 Managerial Accounting		R				A
BUSN 1050 Business Math						I
BUSN 2020 Managerial Accounting	P					R, A

Course						
BCIS 2420 Database I (Access)		I, R, A				
BUSN 1010 Business Principles	I		I	I, R	R, A	I
BUSN 2320 Small Business Management	I, R, A		I,			
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				
BCIS 1081 Introduction to Mobile App Development		I, R, A		R	R	
BCIS 1300 Website Design		I, R, A	I	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	
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 Though	I, R, A		I, R, A	R	I, R, A	I

*Add additional rows as needed to capture all requirements.

Appendix A

Learning Outcome #1 Evidence of Assessments

Recognize and describe basic small business management principles

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

Appendix B

Learning Outcome #2 Evidence of Assessments

Develop a working knowledge of various computer software, networking, and security applications commonly used in small business operations to create accurate and professional business documents

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

Demonstrate professional behaviors and attitudes needed for success in 21st century workplace

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
Outline* Outline of research is included.	5 to >0 pts Full Marks	0 pts No Marks	5 pts
Formatting 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
Introduction/Background* 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
Three main ideas* 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
Summary/Closing* 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
Mechanics 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
Style, Language, Tone 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	

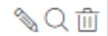**Appendix D**

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

Peer Reviewer Name:		
Presenter Name:		
Informal Persuasive Presentation	Yes	No
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
Body Language 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
Eye Contact 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
Speaking Voice 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
Smile The presenter used smiling to connect with the audience.	5 pts Full Marks	0 pts No Marks	5 pts
Start and Close 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
Strategic Pauses 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
Video Video showed both the presenter and the slides.	5 pts Full Marks	0 pts No Marks	5 pts
Reflective Summary 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			✎ Q 🗑
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

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
Document or video was organized in ABC format and was professional. 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.	5 to >0 pts Full Marks	0 pts No Marks	5 pts
Introduction Describe the financial statements that were created and why they are important.	5 to >0 pts Full Marks	0 pts No Marks	5 pts
Body Included three key ideas that were learned from creating personal financial statements	15 to >0 pts Full Marks	0 pts No Marks	15 pts
Conclusion Shared possible changes to personal finances that might be made after reviewing financial statements.	5 to >0 pts Full Marks	0 pts No Marks	5 pts

Total Points: 30

Process Costing
Equivalent Units Math
Template | Production Report

WIP Factory #1
Goal is to find the COGM to transfer to WIP Factory #2

DM DL/MO	% Complete	Mfg COSTS	Actual Units	Equivalent Units	Math Calculations DM	DL/MO	Average Cost	Reconcile
Beg WIP Factory #1:								
DM								
DL								
MO								
Plus Costs Added to Factory #1:								
DM								
DL								
MO								
		Total Units		Total Costs				
Less End WIP Factory #1:								
DM			Partial EU					
DL			Partial EU					
MO								
COGM Factory #1:					Math			
	100%			← Full EU →				
				Partial EU				
				Total EU				
				Total Cost/Total EU				
				Rate				
				Partial EU				
Reconcile:								
				Rate x Partial EU				

Costs Added to Production & Transferred to WIP #2

Journal Entry	Dr	Cr		DM	DL/MO			
WIP Factory #2								
WIP Factory #1								