Q1.
GCU Academic Program Assessment Plan - Plan Updates

Please complete the program assessment plan. The format is similar to your previous plans, but is adapted to make fuller use of AEFIS. If you need assistance, please contact the Office of Assessment. You can enter data in this form at one time or return to the survey to complete, using the same computer and original link. Once you submit, that action is final. You will receive a copy of your submittal.

Be sure to review academic program outcomes for appropriate rigor (Bloom's taxonomy) and assessable results. Avoid vague or general statements that cannot be quantified or measured. This plan can cover a three- to five-year time frame.

Note 1: Graduate programs need only complete summative assessment data.
Note 2: If the program has more than 5 learning outcomes, you will be directed to part B of the survey to enter the information on the additional outcomes (up to 10 total).

The update of Academic Program Assessment Plans are due by September 30.

Please contact the Office of Institutional Assessment and Accreditation with any questions or for further guidance.

Q2. Person completing the report

Last Name	Edmonds
First Name	Jennifer

Q3. Email address of person completing the report

jedmonds@georgian.edu

Q4. Program Name

Business Administration Core

Q5. School or Department

○ School of Arts and Sciences

⦿ School of Business and Digital Media

○ School of Education

○ HMH School of Nursing and Wellness at GCU

○ University Wide Program (name below) [   ]

Q6. Email address and name of Dean of School or Department Supervisor

Name of Dean/Supervisor | Jennifer J Edmonds

Email address of Dean/Supervisor | jedmonds@georgian.edu

Q7. Level of Program

○ Undergraduate Major

○ Graduate-Masters

○ Graduate-certificate only

○ Undergraduate-University wide

● other, please specify [Business Administration Core]

Q8. Length and starting year for Assessment Plan

☑ 3 years

☐ 4 years

☐ 5 years

☐ Starting year [   ]

Q9. Indicate the name of the major(s), minor(s), and the associated degree(s) for this academic program.

Major(s) | [   ]

Degree(s) | [   ]

Minor(s) | [   ]

Q10. **State your learning outcomes (Up to five in this section, additional outcomes can be added to part B of the survey)**

☑

Learning Outcome (LO) 1

Gain confidence in effective business communication skills through oral presentations, business report writing, and effective team building

☑ Learning Outcome (LO) 2

Overall understanding of business concepts including accounting, economics, finance, management, marketing, and using data and technology as a business tool;

☑ Learning Outcome (LO) 3

Proficient participation in collaborative activities & teamwork.

☑ Learning Outcome (LO) 4

Ability to articulate ethical business behavior.

☑ Learning Outcome (LO) 5

Career goals through internship and reflection.

Q11. **Related USLG-Undergraduate Student Learning Goals. Align the program learning outcomes stated above with the associated USLG, if appropriate.**

	Foundational Knowledge of Human Cultures and the Physical and Natural World	Intellectual and Practical Skills	Personal and Social Responsibility	Integrative Learning	Mastery of a Defined Body of Knowledge at a Baccalaureate Level
Learning Outcome 1	☐	☑	☐	☑	☐
Learning Outcome 2	☐	☐	☐	☑	☑
Learning Outcome 3	☐	☑	☐	☑	☐
Learning Outcome 4	☐	☐	☑	☑	☐
Learning Outcome 5	☐	☑	☐	☑	☐

Q12. **Related GSLG-Graduate Student Learning Goals. Align the learning outcomes stated above with the associated GSLG.**

	Knowledge	Scholarly Inquiry	Communication	Ethical Leadership	GCU/Mercy Mission Integration
Learning Outcome 1	☐	☐	☐	☐	☐
Learning Outcome 2	☐	☐	☐	☐	☐
Learning Outcome 3	☐	☐	☐	☐	☐
Learning Outcome 4	☐	☐	☐	☐	☐
Learning Outcome 5	☐	☐	☐	☐	☐

Q13. **Related BRIDGE-General Education Goals**

This question was not displayed to the respondent.

Q14. **Related Accreditation Standard** *(if applicable) State the standard/goal and check the alignment with your program outcome(s). (Example: Learning Outcome (LO) 1: Text entry: NJSPEL Standard 1)*

☑ Learning Outcome (LO) 1
ACBSP Standard 4

☑ Learning Outcome (LO) 2
ACBSP Standard 4

☑ Learning Outcome (LO) 3
ACBSP Standard 4

☑ Learning Outcome (LO) 4
ACBSP Standard 4

☑ Learning Outcome (LO) 5
ACBSP Standard 4

Q15. **Course Mapping**. Program Courses and Experiential Learning <u>mapping</u> to Program Outcomes.
Map **all** program courses to the program's learning outcomes here. List courses with short catalog name, i.e. EN101.
Please check to see if all program courses are mapped to at least one program outcome. If the program has more than 5 outcomes, this mapping will continue in part B.

How do students learn this? In what course(s) and/or co-curricular experience(s)?

☑ Learning Outcome (LO) 1
AC171, BU211, BU213, BU241, BU242, BU451

☑ Learning Outcome (LO) 2
AC171, AC172, EC181, EC182, BU211, BU213, BU241, BU335, BU451, BU491, BU121, BU221, IS224, IS320

☑ Learning Outcome (LO) 3
BU213, BU242, BU335, BU451

☑ Learning Outcome (LO) 4
AC172, BU211, BU213, BU451

☑ Learning Outcome (LO) 5
AC171, BU241, BU450, BU451

Q16.
 Formative Assessment will occur in.....
Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

This question was not displayed to the respondent.

Q17. Name the signature assignment aligned with formative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

This question was not displayed to the respondent.

Q18.
 Summative Assessment will occur in.....

Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

☐ Learning Outcome (LO) 1

☐ Learning Outcome (LO) 2

☐ Learning Outcome (LO) 3

☐ Learning Outcome (LO) 4

☐ Learning Outcome (LO) 5

Q19. Name the signature assignment aligned with summative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

☐ Course 1/ LO1

☐ Course 2/ LO1

☐ Course 1/ LO2

☐ Course 2/ LO2

☐ Course 1/ LO3

☐ Course 2/ LO3

☐ Course 1/ LO4

☐ Course 2/ LO4

☐ Course 1/ LO5

☐ Course 2/ LO5

Q20. **Direct Assessment: Satisfactory achievement will be based on assignment grading: below 70: did not meet expectations, between 70-85: meets expectations, at and above 85: exceeds expectations. Does this meet your program guidelines?**

�’Yes

◯ No

Q21. What is your preference for assignment percentages for expected results?

This question was not displayed to the respondent.

Q22. **Assessment Protocol.** What <u>indirect </u>evidence will you collect for your program's formative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, etc. What are your benchmarks for this data? (Ex. 70% of students complete course feedback with resulting mean score of 4.3 out of 5) (Note: Text entry can be up to several lines.)

Formative Assessment

This question was not displayed to the respondent.

Q23. **Assessment Protocol**. What <u>indirect</u> evidence will you collect for your program's summative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, graduation rates, etc.

Summative Assessment

	Indirect Evidence 1	Benchmark for Evidence 1	Indirect Evidence 2	Benchmark for Evidence 2
LO 1	course feedback			
LO2	course feedback			
LO3	course feedback			
LO4	course feedback			
LO5	course feedback			

Q24. **Program Assessment Time Frame:** Time Frame for Assessing the outcome.
Indicate the year of the plan where the data will be analyzed. Also indicate if data will be collected annually. This is helpful for gathering assessment artifacts from small classes or groups.

	Year 1 of Plan	Year 2 of Plan	Year 3 of Plan	Year 4 of Plan	Year 5 of Plan	Data collected annually
Learning Outcome 1	☐	☐	☐	☐	☐	☑
Learning Outcome 2	☐	☐	☐	☐	☐	☑
Learning Outcome 3	☐	☐	☐	☐	☐	☑
Learning Outcome 4	☐	☐	☐	☐	☐	☑
Learning Outcome 5	☐	☐	☐	☐	☐	☑

Q25. Number of program learning outcomes.

○ 5 or less
◉ more than 5

Q26. **State your additional learning outcomes**

☑ Learning Outcome (LO) 6

LO6: students will gain specialized knowledge and skills in another area

☐ Learning Outcome (LO) 7

☐ Learning Outcome (LO) 8

☐ Learning Outcome (LO) 9

☐ Learning Outcome (LO) 10

Q27. **Related USLG-Undergraduate Student Learning Goals. Align the program learning outcomes stated above with the associated USLG.**

This question was not displayed to the respondent.

Q28. **Related GSLG-Graduate Student Learning Goals. Align the learning outcomes stated above with the associated GSLG.**

This question was not displayed to the respondent.

Q29. **Related BRIDGE-General Education Goals**

This question was not displayed to the respondent.

Q30. **Related Accreditation Standard** *(if applicable) State the standard/goal and check the alignment with your program outcome(s). (Example: Learning Outcome (LO) 1: Text entry: NJSPEL Standard 1)*

☑ Learning Outcome (LO) 6

ACBSP Standard 4

☐ Learning Outcome (LO) 7

☐ Learning Outcome (LO) 8

☐ Learning Outcome (LO) 9

☐ Learning Outcome (LO) 10

Q31. **Course Mapping**. Program Courses and Experiential Learning <u>mapping</u> to Program Outcomes. Continue to map <u>all</u> program courses to the program's learning outcomes here. List courses with short catalog name, i.e. EN101. Please check to see if all program courses are mapped to at least one program outcome.

How do students learn this? In what course(s) and/or co-curricular experience(s)?

☑ Learning Outcome (LO) 6

all business elective courses

☐ Learning Outcome (LO) 7

☐ Learning Outcome (LO) 8

☐ Learning Outcome (LO) 9

☐ Learning Outcome (LO) 10

Q32.
 Formative Assessment will occur in.....
Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

This question was not displayed to the respondent.

Q33. Name the signature assignment aligned with formative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

This question was not displayed to the respondent.

Q34.
 Summative Assessment will occur in.....
Designate the selected course(s) from above mapping where evidence will be collected. These courses will have a signature assignment aligned with your assessment plan. Choose up to two courses per outcome. Try not to repeat courses.

☑ Learning Outcome (LO) 6

all business elective courses

☐ Learning Outcome (LO) 7

☐ Learning Outcome (LO) 8

☐ Learning Outcome (LO) 9

☐ Learning Outcome (LO) 10

Q35. Name the signature assignment aligned with summative assessment in the previous question. Give the name of the course and the assignment. Example: EN 490: Final Course Paper assessed with the GCU Writing Rubric.

☐	Course 1/ LO6	[ ]
☐	Course 2/ LO6	[ ]
☐	Course 1/ LO7	[ ]
☐	Course 2/ LO7	[ ]
☐	Course 1/ LO8	[ ]
☐	Course 2/ LO8	[ ]
☐	Course 1/ LO9	[ ]
☐	Course 2/ LO9	[ ]
☐	Course 1/ LO10	[ ]
☐	Course 2/ LO10	[ ]

Q36. **Assessment Protocol.** What indirect evidence will you collect for your program's formative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, etc. What are your benchmarks for this data? (Ex. 70% of students complete course feedback with resulting mean score of 4.3 out of 5)

Formative Assessment

This question was not displayed to the respondent.

Q37. **Assessment Protocol**. What indirect evidence will you collect for your program's summative assessment of learning outcomes? Indirect evidence can include: student surveys (course feedback), course grades, course pass rates, graduation rates, etc.

Summative Assessment

	Indirect Evidence 1	Benchmark for Evidence 1	Indirect Evidence 2	Benchmark for Evidence 2
LO6	course feedback	[ ]	[ ]	[ ]
LO7	[ ]	[ ]	[ ]	[ ]
LO8	[ ]	[ ]	[ ]	[ ]
LO9	[ ]	[ ]	[ ]	[ ]
LO10	[ ]	[ ]	[ ]	[ ]

Q38. **Program Assessment Time Frame:** Time Frame for Assessing the outcome.
Indicate the year of the plan where the data will be analyzed. Also indicate if data will be collected annually. This is helpful for gathering assessment artifacts from small classes or groups.

	Year 1 of Plan	Year 2 of Plan	Year 3 of Plan	Year 4 of Plan	Year 5 of Plan	Data collected annually
Learning Outcome 6	☐	☐	☐	☐	☐	☑

Learning Outcome 7	☐	☐	☐	☐	☐	☐
Learning Outcome 8	☐	☐	☐	☐	☐	☐
Learning Outcome 9	☐	☐	☐	☐	☐	☐
Learning Outcome 10	☐	☐	☐	☐	☐	☐

Location Data

Location: (40.0923, -74.2252)

Source: GeoIP Estimation