



GEORGIAN COURT UNIVERSITY

THE MERCY UNIVERSITY OF NEW JERSEY

Office of University Assessment and Accreditation

We thank you for your time spent taking this survey.
Your response has been recorded.

Below is a summary of your
responses

[Download PDF](#)

Please complete the program assessment plan. The format is similar to the one for the 2016 plans. If you need assistance, please contact the Office of Assessment. You can enter the data and return 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.

The update of Academic Program Assessment Plans (AY 2019-2021) are due by September 30, 2019.

Person completing the report

Jennifer Edmonds

Email address of person completing the report

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Program Name

Business

School or Department

- ☐ School of Arts and Sciences
- ☒ School of Business and Digital Media
- ☐ School of Education
- ☐ other, please specify

Level of Program

- ☒ Undergraduate Major
- ☐ Graduate-Masters
- ☐ Graduate-certificate only
- ☐ Undergraduate-University wide
- ☐ other, please specify

Assessment Plan for years

- ☒ Fall 2019 through Fall 2022
- ☐ Fall 2020 through Fall 2023
- ☐ Fall 2021 through Fall 2024

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

Major(s)

Accounting, Business Administration,
Finance, Health Information Mgmt, Latino
Business Studies, Management, Marketing

Degree(s)

BS

Minor(s)

State your learning outcomes

☒ Learning Outcome (LO) 1

Competence in using data and technology as a business tool.

☐ Learning Outcome (LO) 2

☐ Learning Outcome (LO) 3

☐ Learning Outcome (LO) 4

☐ Learning Outcome (LO) 5

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

	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	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Learning Outcome 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Related Accreditation Standard *(if applicable)*

☒ Learning Outcome (LO) 1

ACBSP Standard 4

☐ Learning Outcome (LO) 2

☐ Learning Outcome (LO) 3

☐ Learning Outcome (LO) 4

☐ Learning Outcome (LO) 5

Course Mapping. Program Courses and Experiential Learning mapping 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.

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

☒ Learning Outcome (LO) 1

BU121, BU221, IS224, IS320, BU451, BU491

☐ Learning Outcome (LO) 2

☐ Learning Outcome (LO) 3

☐ Learning Outcome (LO) 4

☐ Learning Outcome (LO) 5

Formative Assessment will occur in.....

(Designate the selected course from above mapping where evidence will be collected.)

☒ Learning Outcome (LO) 1

BU121, BU221, IS224, IS320

☐ Learning Outcome (LO) 2

☐ Learning Outcome (LO) 3

☐ Learning Outcome (LO) 4

☐ Learning Outcome (LO) 5

Summative Assessment will occur in.....

(Designate the selected course from above mapping where evidence will be collected.)

☒ Learning Outcome (LO) 1

☐ Learning Outcome (LO) 2

☐ Learning Outcome (LO) 3

☐ Learning Outcome (LO) 4

☐ Learning Outcome (LO) 5

Assessment Protocol. How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment.

Formative Assessment

	LO 1	LO2	LO3	LO4
Direct Evidence	course projects			
Indirect Evidence	course evaluation feedback			
			LO5	
Direct Evidence				
Indirect Evidence				

Assessment Protocol. How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment.

Summative Assessment

	LO 1	LO2	LO3	LO4
Direct Evidence	supervisor evaluation, MFT section score			
Indirect Evidence	course evaluation feedback			
			LO5	
Direct Evidence				
Indirect Evidence				

What do you consider satisfactory achievement of this outcome? Why?

Formative Assessment

	LO 1	LO2	LO3	LO4
Direct Evidence Benchmark	at least 80% of students should receive above an 80% on the exam or assignment			
Indirect Evidence Benchmark	consistent with previous and University ratings			
			LO5	
Direct Evidence Benchmark				
Indirect Evidence Benchmark				

What do you consider satisfactory achievement of this outcome? Why?

Summative Assessment

	LO 1	LO2	LO3	LO4
Direct Evidence Benchmark	at least 80% of students should receive a rating of 4 or greater from their supervisor; the average % mean correct should be within one standard deviation of the national % mean correct			
Indirect Evidence Benchmark	consistent with previous and University ratings			
			LO5	
Direct Evidence Benchmark				
Indirect Evidence Benchmark				

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	Data collected annually
Learning Outcome 1	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Learning Outcome 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

