

2014-15 Outcome Assessment: **Business Administration – Retail Management Cert**

1. Outcome	2. Criteria or Target	3. Measurement Tool (course and assignment)	4. When/how and by who analysis of assessment will be accomplished
Students who successfully complete the Retail Management Certificate should be able to:			
1. Written business communication	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Spring</u> BA 205 Solving Communication Problems with Technology	Analysis by business administration will take place Fall 2015
2. Oral communications	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 223 Principles of Marketing <u>Spring</u> BA 205 Solving Communication Problems with Technology BA 249 Principles of Retailing & E-tailing	Analysis by business administration will take place Fall 2015
3. Business mathematics	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 104 Business Mathematics	Analysis by business administration will take place Fall 2015
4. Bookkeeping or general accounting	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Winter</u> BA 211 Principles of Accounting I	Analysis by business administration will take place Fall 2015
5. Microcomputer applications	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Winter</u> BA 131 Computers in Business	Analysis by business administration will take place Fall 2015
6. Introduction to management	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 101 Introduction to Business	Analysis by business administration will take place Fall 2015
7. Marketing management	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 223 Principles of Marketing	Analysis by business administration will take place Fall 2015
8. Human resources management	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 224 Human Resource Management	Analysis by business administration will take place Fall 2015

9. Retail management	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Spring</u> BA 249 Principles of Retailing & E-tailing	Analysis by business administration will take place Fall 2015
10. Merchandising	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Spring</u> BA 249 Principles of Retailing & E-tailing	Analysis by business administration will take place Fall 2015
11. Leadership and human relations	<ul style="list-style-type: none"> 80% of students will earn a "C" or higher 	<u>Fall</u> BA 224 Human Resource Management <u>Winter</u> BA 285 Human Relations – Organizations	Analysis by business administration will take place Fall 2015

Submitted by: Grace Windsheimer

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