

|  |                  |
|--|------------------|
| <i>Business Administration:</i>            |                  |
| <i>Diana Ellis, Gregg Rapp, Phil Seder</i> | : dellis@pcc.edu |

CTE SACs have the responsibility to assess their degree and certificate outcomes. Outcomes for each degree and certificate can be found [here](#).

In the table below, list each outcome, all the relevant degree(s)/certificate(s), the Core Outcome(s) each maps to, and the schedule for summary data assessment\*. If you have questions about how to complete the form, consult the Help Guide to Completing the Multi-Year Assessment Plan for CTE 2013-2014, or consult with your LAC coach.

We recognize some SACs have more outcomes than can realistically be comprehensively assessed on a two-year cycle. If this is the case for your SAC, contact your LAC coach to develop an alternative assessment cycle.

\*Summary data is defined as the information relevant to understanding student outcome attainment (e.g., totals, averages, percentages, etc.) for all the degree/certificate outcomes assessed that year. This data can come from various types of assessments (e.g., TSAs, external exams/assessments, internal exams/assessments, and employer assessments).

## ‡PCC Core Outcomes Codes

Communication (C)    Cultural Awareness (CA)    Community and Environmental Responsibility (C&ER)    Professional Competence (PC)    Self Reflection (SR)    Critical Thinking and Problem Solving (CT&PS)

## Multi-Year Plan

The expectation is that most SACs will be able to complete their outcome assessment cycle in two years and then repeat the cycle. If your SAC needs more time, please consult with your coach to work out an alternate plan (4 years probably representing the maximum length), and add more columns for the additional years. (These plans may need to be reviewed and corrected after two years.)

| <i>Outcome</i><br><i>(add additional rows if required)</i>  | <i>Applicable Degree(s)/ Certificate(s)</i> | <i>Core Outcome Code(s) ‡</i> | <i>TSA*</i> | <i>Every Year</i> | <i>2013-2014</i> | <i>2014-2015</i> |
|---|---|-------------------------------|-------------|-------------------|------------------|------------------|
| Communicate effectively with customers, suppliers, employers, and other stakeholders using standard business terminology. | AAS Marketing                               | C                             |             |                   | X                |                  |
| Analyze market situations and evaluate possible marketing solutions in the context of the business setting.               | AAS Marketing                               | CT&PS                         |             |                   | X                |                  |
| Develop marketing plans including elements of an environmental analysis, strategic marketing analysis and marketing mix.  | AAS Marketing                               | C&ER                          |             |                   | X                |                  |
| Use Computer applications for appropriate marketing analysis, presentations, and reports.                                 | AAS Marketing                               | PC                            |             |                   | X                |                  |
| Communicate effectively with customers, suppliers, employers, and other stakeholders using standard business terminology. | AAS Management                              | C                             |             |                   |                  | X                |
|   |   |                               |             |                   |                  |                  |

|   |                |       |  |  |  |   |
|---|----------------|-------|--|--|--|---|
| Analyze business situations and evaluate possible solutions in the context of the business setting. | AAS Management | CT&PS |  |  |  | X |
| Utilize computer applications for appropriate managerial analysis, presentations, and reports.      | AAS Management | PC    |  |  |  | X |
| .   |                |       |  |  |  |   |

\*TSA Column: If this outcome is fully assessed by a TSA, mark 'F' (fully) here. Mark 'P' if a TSA partially assesses this outcome and indicate in the appropriate column when the other aspects of the outcome will be assessed. Leave this cell blank if a TSA is not used with this outcome.