ASSESSMENT DAY

College of Business, Engineering and Technology

School of Business Administration

April 13, 2016

Academic Assessment

	LEVEL	FOCUS	CONDUCTED BY	FREQUENCY
Academic Success Committee	Program	• Quality of assessment practices	Committee of peers	Years 1 & 2
Instructional Program Review	Program / Cluster	• Enrollment, retention, completion • Industry certifications and job placement • Program budget and staffing • Advisory committees • Curriculum changes	Committee of peers	Year 3
Assessment Day	Course/ Program	• Enrollment by demographics • Graduation and retention • Average class size • Course success rate • Placement rate • SLOs, PLOs and ILOs	Program Chair and Faculty	Years 1, 2, 3

Programs - BAS

6000 - Bachelor of Applied Science in Supervision and Management

Courses - BAS

ACG3024 Accounting for Non-Financial Majors

GEB4891 Strategic Management and Decision Making

ISM4011 Introduction to Management Information Systems

MAN4120 Leadership Challenges and Supervision

MAN4504 Operational Decision Making

BUL3130 Legal, Ethical, and Social Aspects of Business

GEB4905 Directed Study in Supervision and Management

MAN3240 Organizational Behavior

MAN4162 Customer Relations for Managers

MAN4900 Capstone Project in Supervision and Management

GEB3213 Business Writing

GEB4930 Selected Topics in Management

MAN3353 Management Theory and Practices

MAN4301 Human Resource Management

MAN4905 Directed Study in Supervision and Management

Action Items from Last Assessment Day

Assessment Day (01/20/2015) - BAS

For Institutional Effectiveness:
- A suggestion was given to include Race by Online and Face-to-Face and other demographics.
- A suggestion was given to include retention and completion rates. Time to degree (beginning to capstone, and capstone to graduation). Faculty would also like to see retention rates described in terms of demographics, which classes students tend to complete before dropping out, and if there's a pattern with number of credits attempted. They would like to know if students with, for example, a 12-credit schedule are more successful than students with, say, an 18-credit schedule. And is there a difference in retention with recent AA/AS grads versus students returning to the BAS after a long break from their previous studies?

For School of Management:
- New opportunities to recruit more male students.
- Opportunity to offer online 15 weeks term for certain courses such as Accounting Law
- Opportunity to "package" the courses (2A+2B+15weeks)
- Check courses' offerings to update Website.

Headcount by Major

BAS

Year	2012-2013	2013-2014	2014-2015
BAS	1,142	1,191	1,147
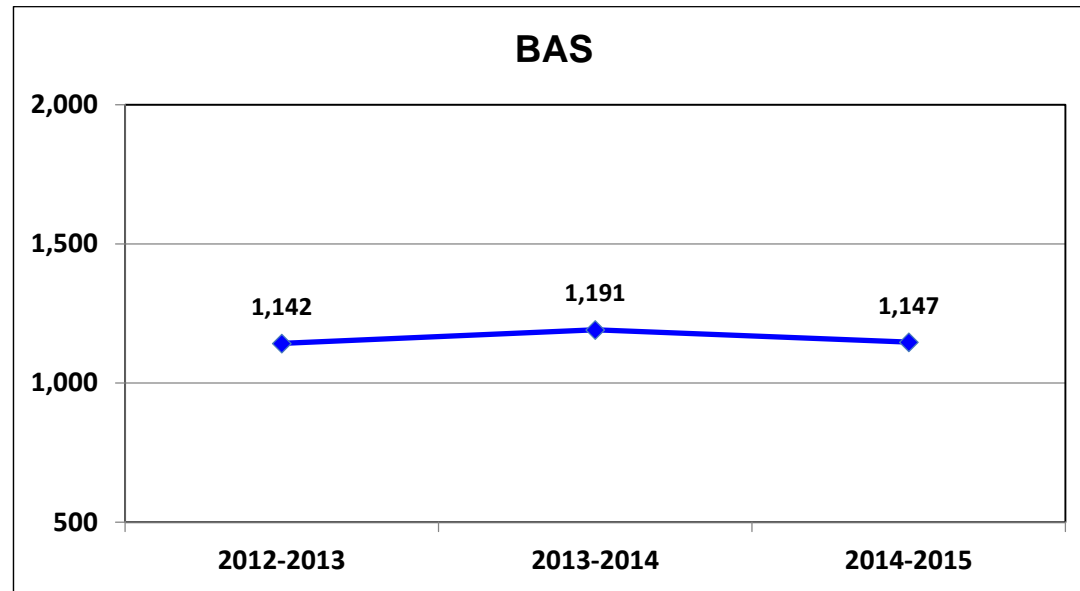
College Headcount decreased: 2012/13 (9.6%), 2013/14 (6%), 2014/15 (7%)

FA14 Headcount			
Year	BAS	BS	College Total
2012	742	508	19,222
2013	806	507	18,895
2014	838	653	18,577

Students are duplicated across programs, unduplicated in the total.

Average Age by Program

BAS - 6000
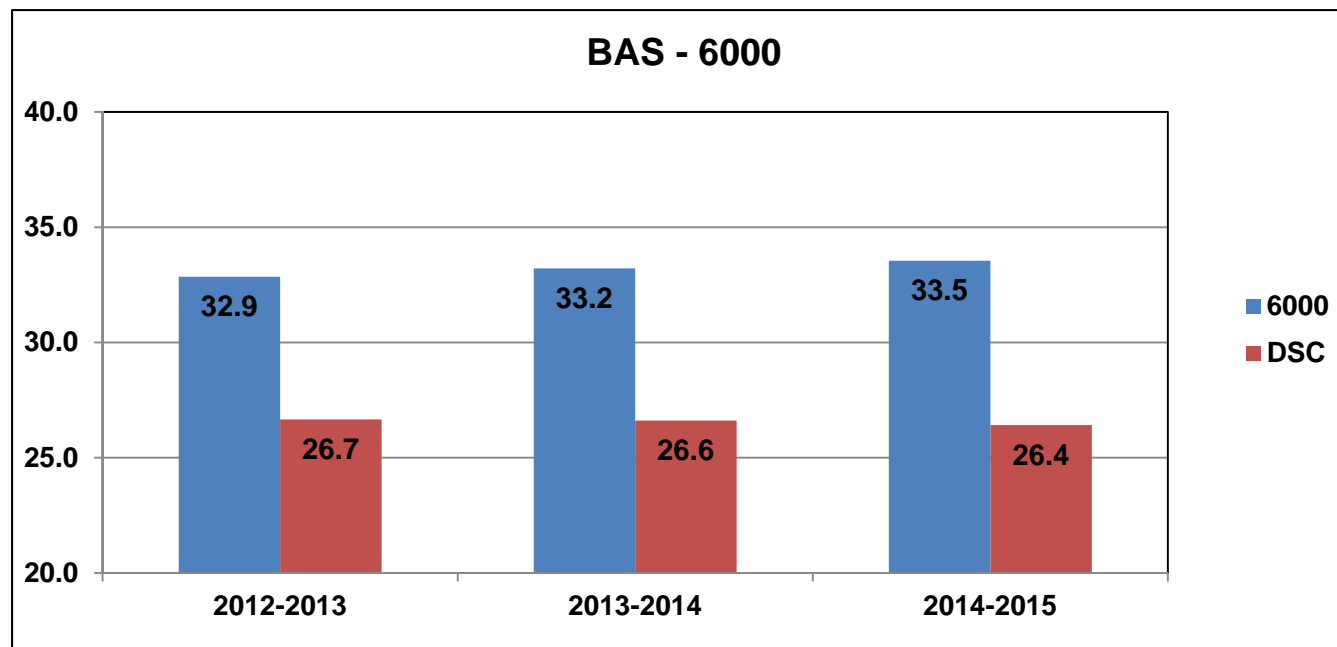
Calculation excludes individuals whose birthdates are not reported.

Gender

Program	2012-2013		2013-2014		2014-2015	
	Female	Male	Female	Male	Female	Male
6000 - BAS	63%	37%	64%	36%	65%	35%
Daytona State College	60%	40%	59%	41%	60%	40%

Blank cells or missing years indicate no enrollment. Excludes individuals whose gender is not reported.

Source: IR Program Assessment Data

Race / Ethnicity by Program

		2012-2013	2013-2014	2014-2015	DSC (2014-15)
6000 - BAS-SUPERVISION/MGMT	**American Indian / Alaska Native**	1%	1%	1%	0.5%
	Asian	1%	1%	1%	2%
	Black or African American	15%	15%	15%	14%
	Hispanic	9%	9%	10%	13%
	Native Hawaiian / Pacific Islander	0%	0%	0%	0.2%
	Two or More Races	1%	1%	1%	2%
	White	71%	71%	70%	67%

Excludes individuals whose race / ethnicity is not reported.
Blank cells or missing years indicate no enrollment.

Source: IR Program Assessment Data

Source: IR Program Assessment Data
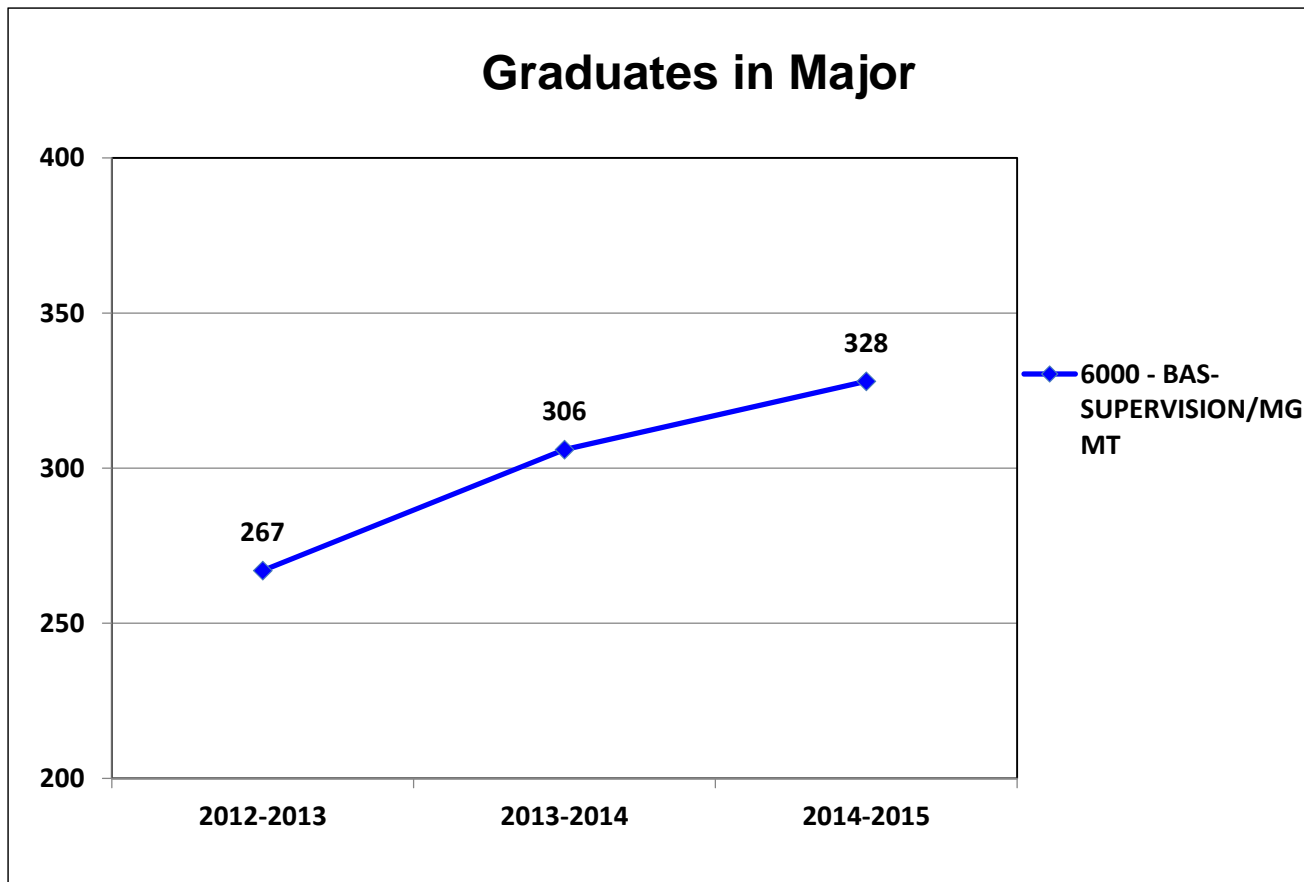
Graduation Rates

Major	Fall Cohort Year	# in Cohort	150% Graduates	150% Graduation Rate	200% Graduates	200% Graduation Rate
6000 - BAS	2010	219	115	52.5%	127	58.0%
	2011	226	112	49.6%	127	56.2%
	2012	227	135	59.5%	135	59.5%

Less than College average (150%- 44.8%, 200%- 49.23%)

Fall terms include prior Summer term enrollment in major.

0819 started in FA14.

1203 started in FA12 and has had no enrollment since.

2226 was 3504- AAS degree prior to FA11.

Retention Rates

Program and Fall Cohort Year		Registered	Exclusions	Adjusted Cohort	Retained by DSC		Retained by Program		DSC Total Retained
					N	%	N	%	
6000 - BAS	2011	775	250	525	6	1%	349	66%	68%
	2012	818	261	557	5	1%	391	70%	71%
	2013	871	271	600	9	2%	407	68%	69%

Less than College average (FT- 60.48%, PT- 52.08%)

Registered - Includes all students enrolled in the fall term of the specified year, with the specified program as their primary major.
Exclusions - Includes students who are deceased or graduated fall of the specified year or the following spring or summer.
Not retained - Students who were not registered the following fall term.
Retained by DSC - Students who were still registered at DSC the following fall but with a different primary major.
Retained by Program - Students who were registered the following fall with the same primary major.

Average Class Size by Course

Major and Associated Courses		2012-2013		2013-2014		2014-2015	
		Sections	Avg. Size	Sections	Avg. Size	Sections	Avg. Size
6000 - BAS	ACG3024	18	24	15	24	15	27
	BUL3130	14	26	14	28	15	28
	GEB3213	19	30	20	28	16	34
	GEB4891	13	28	14	25	12	31
	GEB4930	15	22	12	24	12	32
	ISM4011	11	29	13	29	12	29
	MAN3240	16	27	16	26	15	28
	MAN3353	17	25	14	29	11	37
	MAN4120	13	27	15	25	13	26
	MAN4162	17	24	15	24	11	29
	MAN4301	14	29	13	29	11	29
	MAN4504	13	26	12	29	13	33
	MAN4900	9	29	11	29	11	29
	Major	189	26	184	27	167	30

To prevent data from skewing, the following instructional methods are excluded: Labs associated with lectures, Private/Performance, Clinicals, Co-op, DIS, Field trips and Internships.

Course Success Rates

Major	Course	2012-2013		2013-2014		2014-2015	
		Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
6000 - BAS	ACG3024	456	82%	374	85%	428	81%
	ACG3905			1	100%		
	BUL3130	393	85%	406	88%	445	86%
	GEB3213	571	94%	566	94%	558	92%
	GEB4891	371	94%	353	96%	370	92%
	GEB4905					2	100%
	GEB4930	330	96%	299	94%	385	94%
	ISM4011	303	95%	387	95%	357	94%
	ISM4905	2	100%	6	83%	2	100%
	MAN3240	448	86%	428	84%	439	85%
	MAN3353	435	93%	412	92%	411	93%
	MAN4120	357	93%	379	92%	352	91%
	MAN4162	419	88%	362	90%	341	82%
	MAN4301	415	89%	392	86%	342	87%
	MAN4504	341	94%	355	96%	433	91%
	MAN4900	265	100%	322	100%	323	99%
	Major	**5106**	**91%**	**5042**	**91%**	**5188**	**90%**

■ Indicates more than 5% decrease from prior year.

Source: IR Program Assessment Data

Course Success Rates by Campus – Multiple Campuses Only

Major, Associated Courses and Instructional Method			2012-2013		2013-2014		2014-2015	
			Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
6000 - BAS	BUL3130	Daytona	56	**91%**	79	90%	58	91%
		Deltona	8	100%				
		Course	64	92%	79	90%	58	91%
	GEB3213	Daytona	109	100%	82	96%	72	99%
		Deltona	12	100%				
		Course	121	100%	82	96%	72	99%
	MAN3240	Daytona	84	83%	72	92%	40	95%
		Deltona	7	**71%**				
		Course	91	82%	72	92%	40	95%
	MAN3353	Daytona	80	95%	52	100%	27	85%
		Deltona	5	**60%**				
		Course	85	93%	52	100%	27	85%

▮ Indicates more than 5% difference between campuses

Course Success Rates by Instructional Method – Multiple Methods Only (1 of 2)

Major, Associated Courses and Instructional Method			2012-2013		2013-2014		2014-2015	
			Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
6000 - BAS	ACG3024	Hybrid	103	85%	84	86%	87	75%
		Online	353	81%	290	85%	341	82%
		Course	456	82%	374	85%	428	81%
	BUL3130	Hybrid	64	92%	79	90%	58	91%
		Online	329	84%	327	87%	387	85%
		Course	393	85%	406	88%	445	86%
	GEB3213	Hybrid	121	100%	82	96%	72	99%
		Online	450	93%	484	94%	486	92%
		Course	571	94%	566	94%	558	92%
	GEB4891	Hybrid	89	93%	37	92%	32	100%
		Online	282	94%	316	96%	338	91%
		Course	371	94%	353	96%	370	92%
	GEB4930	Hybrid	74	97%	35	97%	16	88%
		Online	256	96%	264	93%	369	94%
		Course	330	96%	299	94%	385	94%
	ISM4011	Hybrid	45	98%	71	100%	52	96%
		Online	258	95%	316	93%	305	94%
		Course	303	95%	387	95%	357	94%
	MAN3240	DIS	1	100%				
		Hybrid	90	82%	72	92%	40	95%
		Online	357	87%	356	82%	399	84%
		Course	448	86%	428	84%	439	85%

Indicates more than 5% difference between Methods

Source: IR Program Assessment Data

Course Success Rates by Instructional Method – Multiple Methods Only (2 of 2)

Major, Associated Courses and Instructional Method			2012-2013		2013-2014		2014-2015	
			Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
6000 - BAS	MAN3353	Hybrid	85	93%	52	100%	27	**85%**
		Online	350	93%	360	**91%**	384	93%
		Course	435	93%	412	92%	411	93%
	MAN4120	DIS	1	100%				
		Hybrid	59	**92%**	75	95%	23	91%
		Online	297	**93%**	304	92%	329	91%
		Course	357	93%	379	92%	352	91%
	MAN4162	Hybrid	56	**80%**	55	91%	37	95%
		Online	363	89%	307	89%	304	**80%**
		Course	419	88%	362	90%	341	82%
	MAN4301	Hybrid	74	**80%**	56	**80%**	27	**78%**
		Online	341	91%	336	87%	315	88%
		Course	415	89%	392	86%	342	87%
	MAN4504	Hybrid	60	100%	45	98%	53	96%
		Online	281	**93%**	310	95%	380	91%
		Course	341	94%	355	96%	433	91%
	MAN4900	DIS			1	100%		
		Hybrid	35	100%	94	99%	48	100%
		Online	230	100%	227	100%	275	99%
		Course	265	100%	322	100%	323	99%

**Indicates more than 5% difference between Methods

Course Success Rates by Multiple Session/Sub-session Only (1 of 5)

Major, Associated Courses and Sub-session				2012-2013		2013-2014		2014-2015	
				Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
6000 - BAS	ACG3024	FA	A term	109	84%	99	88%	109	77%
			B term	69	75%	56	75%	74	78%
			Session	178	81%	155	83%	183	78%
		SP	A term	85	88%	92	88%	96	84%
			B term	83	73%	71	87%	82	82%
			Full term	37	78%				
			Session	205	80%	163	88%	178	83%
		SU	Full term	73	89%	56	84%	67	82%
			Course	456	82%	374	85%	428	81%
	BUL3130	FA	A term	73	85%	70	89%	80	78%
			B term	91	86%	112	92%	97	88%
			Session	164	85%	182	91%	177	83%
		SP	A term	103	86%	85	92%	73	85%
			B term	78	82%	64	78%	114	86%
			Session	181	85%	149	86%	187	86%
		SU	Full term	48	90%	75	85%	81	94%
			Course	393	85%	406	88%	445	86%
	GEB3213	FA	A term	198	96%	179	94%	188	94%
			B term	47	94%	57	89%	85	89%
			Session	245	96%	236	93%	273	93%
		SP	A term	166	95%	147	94%	122	96%
			B term	59	90%	62	98%	60	78%
			Session	225	94%	209	95%	182	90%
		SU	Full term	101	91%	121	95%	103	96%
			Course	571	94%	566	94%	558	92%

■ Indicates more than 5% difference between sessions or sub-sessions.

Course Success Rates by Multiple Session/Sub-session Only (2 of 5)

Major, Associated Courses and Sub-session				2012-2013		2013-2014		2014-2015	
				Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
6000 - BAS	GEB4891	FA	A term	77	96%	76	100%	65	98%
			B term	70	93%	67	93%	68	90%
			Session	147	95%	143	97%	133	94%
		SP	A term	91	95%	75	95%	72	85%
			B term	79	90%	73	92%	84	92%
			Session	170	92%	148	93%	156	88%
		SU	Full term	54	98%	62	100%	81	96%
			Course	371	94%	353	96%	370	92%
	GEB4905	FA	A term					1	100%
			B term					1	100%
			Session					2	100%
			Course					2	100%
	GEB4930	FA	A term	70	97%	48	92%	59	88%
			B term	61	97%	85	98%	96	93%
			Session	131	97%	133	95%	155	91%
		SP	A term	58	100%	58	90%	72	93%
			B term	66	94%	45	96%	76	97%
			Session	124	97%	103	92%	148	95%
		SU	Full term	75	95%	63	92%	82	95%
			Course	330	96%	299	94%	385	94%

Indicates more than 5% difference between sessions or sub-sessions.

Source: IR Program Assessment Data

Course Success Rates by Multiple Session/Sub-session Only (3 of 5)

Major, Associated Courses and Sub-session				2012-2013		2013-2014		2014-2015	
				Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
6000 - BAS	ISM4011	FA	A term	50	92%	87	95%	80	98%
			B term	43	93%	65	92%	68	94%
			Session	93	92%	152	94%	148	96%
		SP	A term	93	98%	90	93%	91	92%
			B term	56	95%	47	87%	36	94%
			Session	149	97%	137	91%	127	93%
		SU	Full term	61	97%	98	100%	82	94%
			Course	303	95%	387	95%	357	94%
	ISM4905	FA	B term			1	100%	1	100%
			Session			1	100%	1	100%
		SP	A term	2	100%	1	100%		
			B term			2	50%		
			Session	2	100%	3	67%		
		SU	Full term			2	100%	1	100%
			Course	2	100%	6	83%	2	100%
	MAN3240	FA	A term	68	90%	83	76%	122	86%
			B term	135	86%	97	80%	94	88%
			Session	203	87%	180	78%	216	87%
		SP	A term	80	93%	80	84%	72	82%
			B term	99	78%	102	93%	82	82%
			Session	179	84%	182	89%	154	82%
		SU	Full term	66	85%	66	83%	69	86%
			Course	448	86%	428	84%	439	85%

▮ Indicates more than 5% difference between sessions or sub-sessions.

Source: IR Program Assessment Data

Course Success Rates by Multiple Session/Sub-session Only (4 of 5)

Major, Associated Courses and Sub-session				2012-2013		2013-2014		2014-2015	
				Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
6000 - BAS	MAN3353	FA	A term	80	90%	90	92%	73	95%
			B term	124	91%	100	91%	108	93%
			Session	204	91%	190	92%	181	93%
		SP	A term	86	95%	70	99%	81	94%
			B term	79	94%	96	88%	75	88%
			Session	165	95%	166	92%	156	91%
		SU	Full term	66	94%	56	91%	74	95%
			Course	435	93%	412	92%	411	93%
	MAN4120	FA	A term	41	93%	103	94%	71	90%
			B term	80	96%	58	90%	78	88%
			Full term	21	90%				
			Session	142	94%	161	93%	149	89%
		SP	A term	69	96%	70	90%	66	88%
			B term	93	95%	79	92%	64	94%
			Session	162	95%	149	91%	130	91%
		SU	Full term	53	83%	69	94%	73	97%
			Course	357	93%	379	92%	352	91%
	MAN4162	FA	A term	86	93%	57	82%	70	79%
			B term	69	77%	64	86%	55	78%
			Session	155	86%	121	84%	125	78%
		SP	A term	102	85%	72	93%	96	83%
			B term	79	91%	82	88%	67	82%
			Session	181	88%	154	90%	163	83%
		SU	Full term	83	90%	87	95%	53	87%
			Course	419	88%	362	90%	341	82%

█ Indicates more than 5% difference between sessions or sub-sessions.

Course Success Rates by Multiple Session/Sub-session Only (5 of 5)

Major, Associated Courses and Sub-session				2012-2013		2013-2014		2014-2015	
				Attempted	% Successful	Attempted	% Successful	Attempted	% Successful
6000 - BAS	MAN4301	FA	A term	111	93%	76	87%	77	84%
			B term	68	85%	87	87%	42	**81%**
			Session	179	90%	163	87%	119	83%
		SP	A term	79	91%	75	92%	68	93%
			B term	101	84%	92	**80%**	88	83%
			Session	180	87%	167	86%	156	87%
		SU	Full term	56	91%	62	85%	67	94%
			Course	415	89%	392	86%	342	87%
	MAN4504	FA	A term	64	97%	81	98%	110	94%
			B term	63	95%	61	95%	74	89%
			Session	127	96%	142	96%	184	92%
		SP	A term	88	97%	81	94%	103	91%
			B term	62	**85%**	47	96%	69	88%
			Session	150	92%	128	95%	172	90%
		SU	Full term	64	97%	85	96%	77	94%
			Course	341	94%	355	96%	433	91%
	MAN4900	FA	A term	20	95%	25	100%	26	100%
			B term	62	100%	68	100%	69	96%
			Full term			19	100%	12	100%
			Session	82	99%	112	100%	107	97%
		SP	A term	39	100%	30	100%	68	100%
			B term	97	100%	96	99%	62	98%
			Full term			23	100%	36	100%
			Session	136	100%	149	99%	166	99%
		SU	Full term	47	100%	61	100%	50	100%
			Course	265	100%	322	100%	323	99%

■ Indicates more than 5% difference between sessions or sub-sessions.

Placement Rates							
Program Title	Cohort Year	Grads Reported	Continuing Education	Employed		Estimated Average Annual Full-Time Wage	
				DSC	FCS	DSC	FCS
BAS Supervision Management	2012/13	267	6%	75%	76%	$ 39,492	$ 42,168
	2011/12	281	12%	75%	75%	$ 35,712	$ 40,564
	2010/11	226	10%	73%	75%	$ 41,996	$ 40,112

Notes:

Graduates in cohort year are tracked in the following year and reported 1 year later.

All continuing education outcomes are based on enrollment data for the fall semester and preliminary winter/spring semester.

All employment outcomes are based on the October - December quarterly data each year.

Individuals are only counted in one educational sector.

Full quarter earnings displayed only when 10 or more graduates are employed full time/full quarter.

Source: IR Program Assessment Data

Program Learning Outcomes

BAS – Bachelor of Applied Science in Supervision and Management #6000

1. Demonstrate effective communications that integrate decision-making and analytical thinking skills.

2. Identify and apply management decision-making to include an appreciation for diversity, cultural awareness, and organizational behavior.

3. Apply human resource methods and concepts that are consistent with community, industry, and organizational standards, policies, and procedures.

4. Integrate effective and efficient management and behavioral principles for leading and managing resources.

5. Demonstrate the ability to apply legal and ethical decision-making in management situations.

6. Formulate and apply effective customer relations techniques and applications.

7. Demonstrate skill in managerial accounting concepts, analysis, and applications.

8. Integrate operational processes and information systems into a managerial-specific context.

9. Identify the strategic planning process to include development of an organizational mission statement with measurable goals, objectives, and activities.

10. Apply team processes, practices, and collaboration in a management-related context.

11. Manage a project from inception to successful conclusion using critical thinking, communications, problem solving, and decision-making.
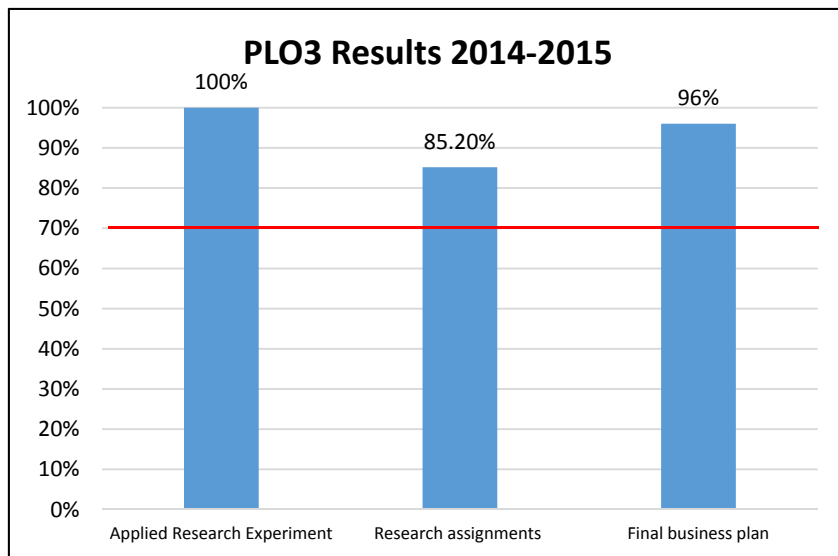
Assessment Results 2014-2015
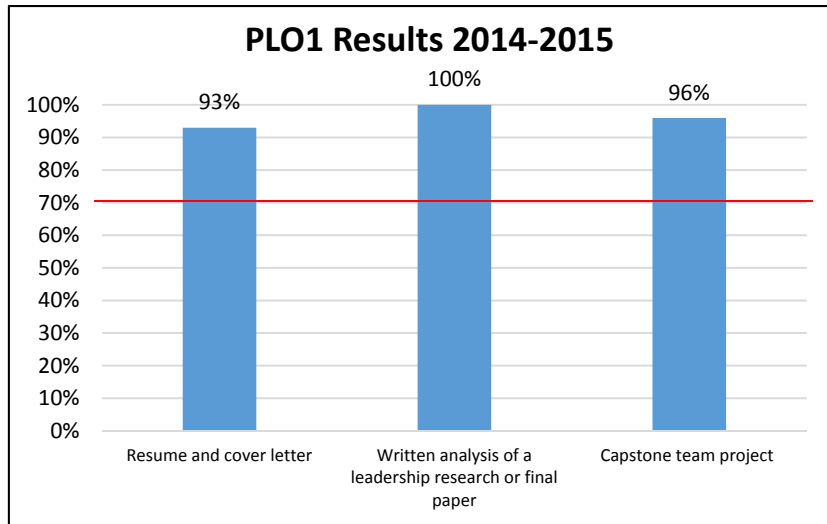
PLO1 Results 2014-2015

- Resume and cover letter: 93%
- Written analysis of a leadership research or final paper: 100%
- Capstone team project: 96%

Demonstrate effective communications that integrate decision-making and analytical thinking skills

PLO2 Results 2014-2015

- Case studies and written analysis: (no value)
- Quizzes, homework/outside assignments: 85.20%
- Journaling assignment: 99%

Identify and apply management decision-making to include an appreciation for diversity, cultural awareness, and organizational behavior

PLO3 Results 2014-2015

- Applied Research Experiment: 100%
- Research assignments: 85.20%
- Final business plan: 96%

Apply human resource methods and concepts that are consistent with community, industry, and organizational standards, policies, and procedures
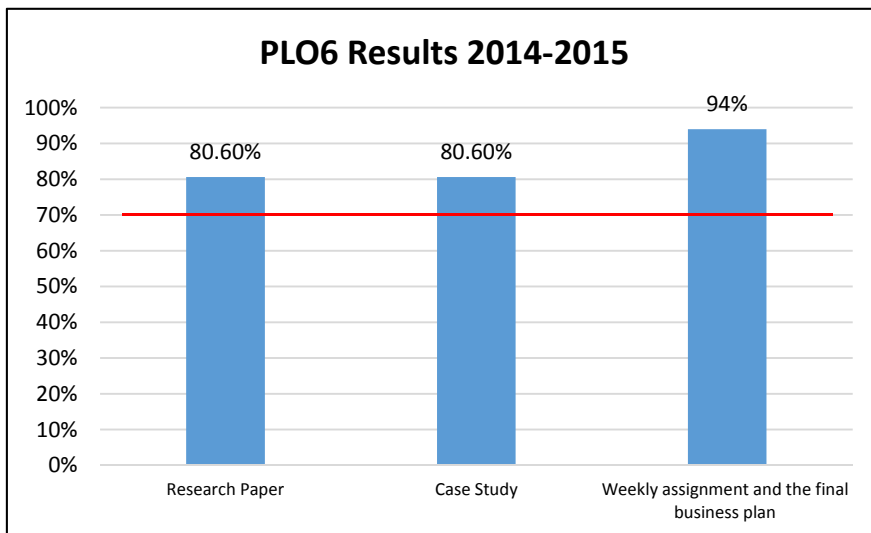
Assessment Results 2014-2015
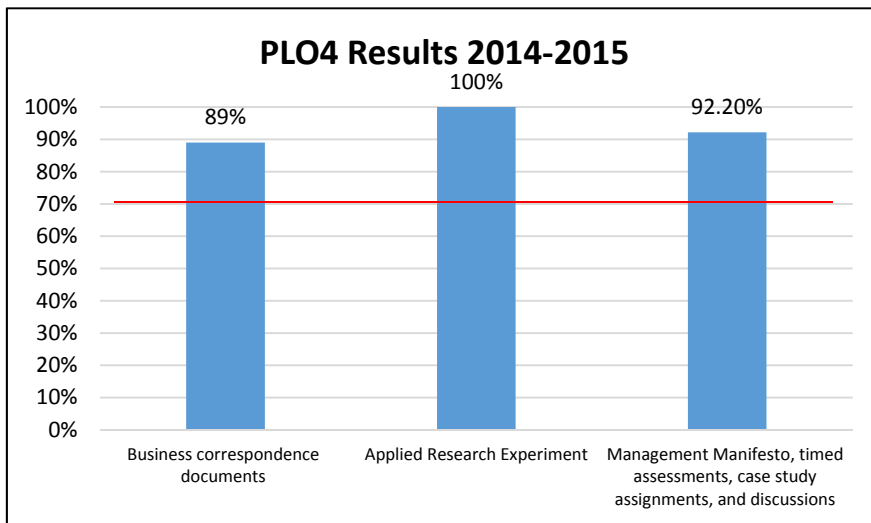
PLO4 Results 2014-2015

Integrate effective and efficient management and behavioral principles for leading and managing resources

PLO5 Results 2014-2015
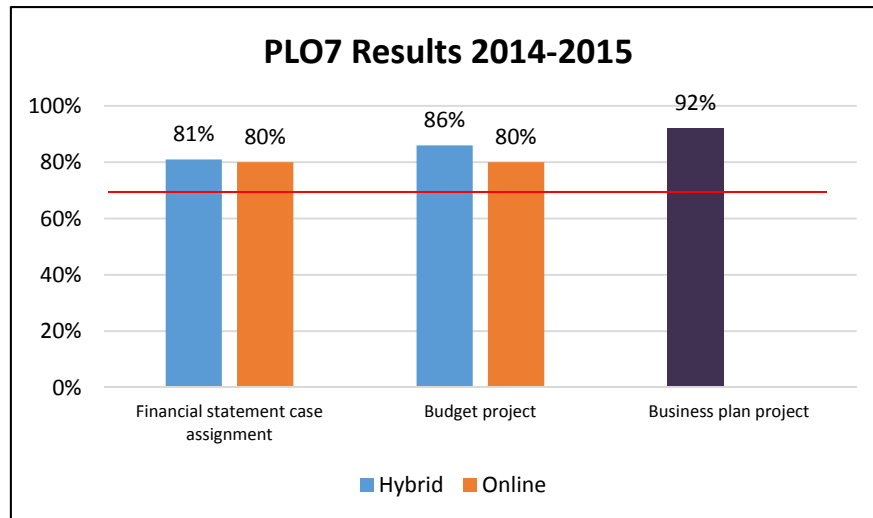

Demonstrate the ability to apply legal and ethical decision-making in management situations
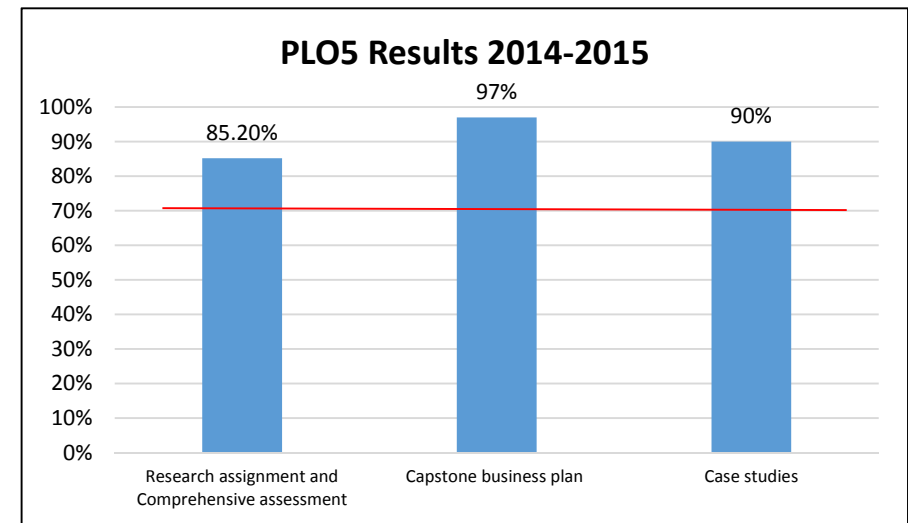
PLO6 Results 2014-2015

Formulate and apply effective customer relations techniques and applications

Assessment Results 2014-2015

PLO7 Results 2014-2015

	Hybrid	Online
Financial statement case assignment	81%	80%
Budget project	86%	80%
Business plan project	92%	

Demonstrate skill in managerial accounting concepts, analysis, and applications

PLO8 Results 2014-2015

Applied Research Project	Comprehensive business plan	Applied Research Project
92%	92.10%	88%

Integrate operational processes and information systems into a managerial-specific context

PLO9 Results 2014-2015

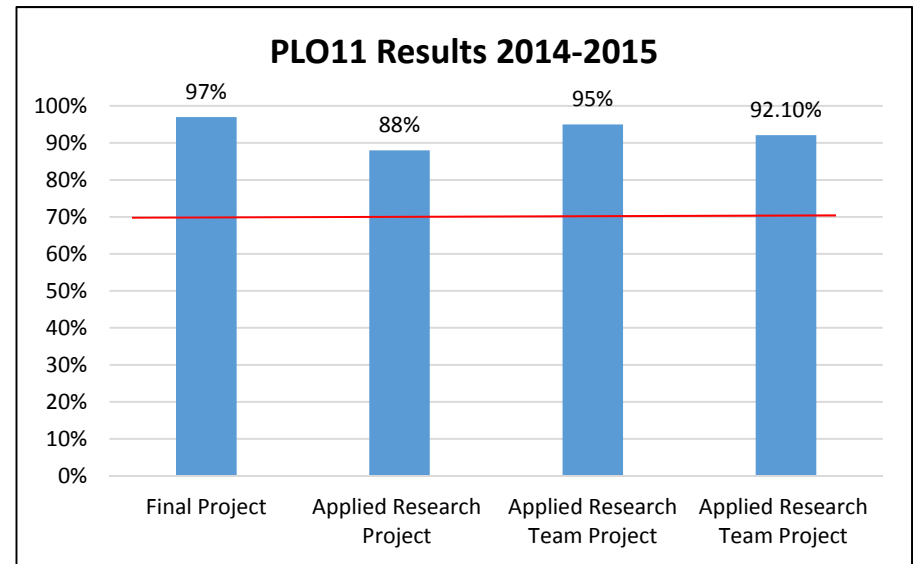| Applied Research Team Project, timed assessments, discussions and/or case study	Applied research team project, discussions and/or case study	Final Project
95%	92.10%	97%
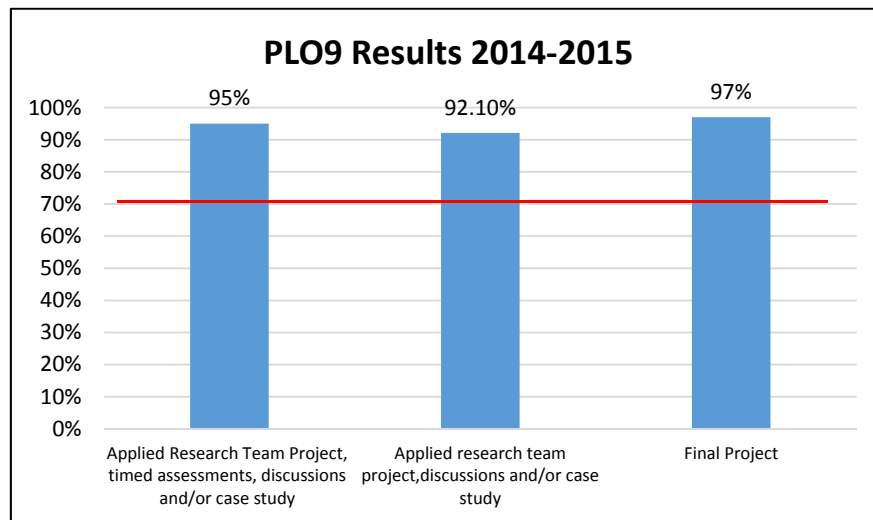
Identify the strategic planning process to include development of an organizational mission statement with measurable goals, objectives, and activities

Assessment Results 2014-2015
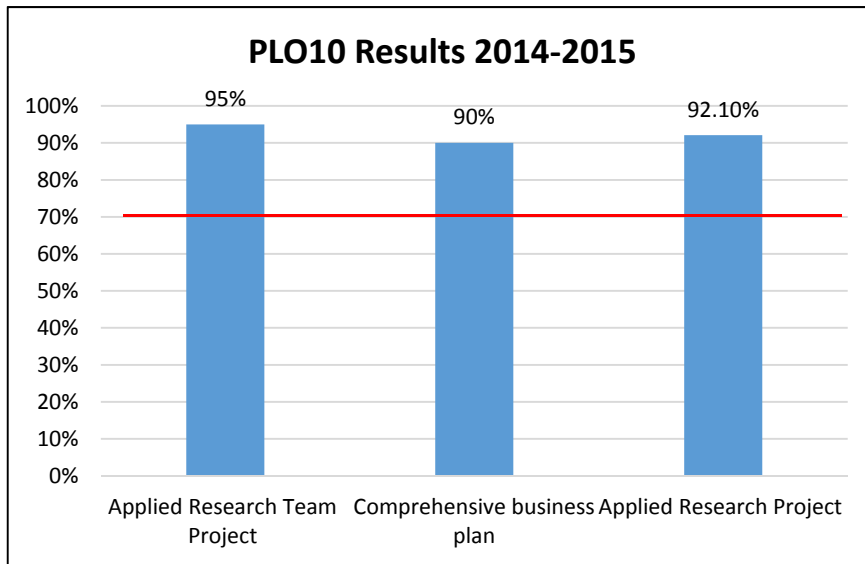
PLO10 Results 2014-2015

	Applied Research Team Project	Comprehensive business plan	Applied Research Project
	95%	90%	92.10%

Apply team processes, practices, and collaboration in a management-related context

PLO11 Results 2014-2015

	Final Project	Applied Research Project	Applied Research Team Project	Applied Research Team Project
	97%	88%	95%	92.10%

Manage a project from inception to successful conclusion using critical thinking, communications, problem solving, and decision-making

Assessment Data 2013-2014 and 2014-2015: Programs and Institutional Learning Outcomes

Program	Critical/ Creative Thinking		Communication		Cultural Literacy		Information and Technical Literacy	
	13/14	14/15	13/14	14/15	13/14	14/15	13/14	14/15
6000 - BAS	91.7%	91.7%-96%	95%	93%-95%	85%	75%-95%	79%	92.2%-95%