Assessment plan: APSCM

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
Apply the process of uncovering and fulfilling internal and external customer needs.	Report	Fall 2016	Students enrolled in BMG 295 (Capstone) and completing the degree during the assessment semester	All
Apply the principles of communication and relationship management when interacting with internal and external customers	Report	Fall 2016	Students enrolled in BMG 295 (Capstone) and completing the degree during the assessment semester	All
Identify and apply the techniques used to make and communicate decisions related to strategy, profits, productivity, projects, and processes when managing the operations aspect of a business unit.	Report	Fall 2016	Students enrolled in BMG 295 (Capstone) and completing the degree during the assessment semester	All
Identify and apply the principles and practices of managing, marketing, selling, promoting, and distributing retail goods and services.	Report	Fall 2016	Students enrolled in BMG 295 (Capstone) and completing the degree during the assessment semester	All

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric.

The Capstone report will be scored using a departmentally developed rubric.

2. Indicate the standard of success to be used for this assessment.

75% of students who score an average of 10.5 or better on the BMG 295 Capstone Report

Indicate who will score and analyze the data.

The Capstone report will be scored by selected members of the School of Business and Entrepreneurial Studies Advisory Board. The program lead will analyze the date.

4. Explain how and when the assessment results will be used for program improvement.

After the program lead analyzes the data, that person will prepare a report summarizing the findings and recommending changes and enhancements to the program. This report will be shared with the Dean, the other departmental members, and the School of Business and Entrepreneurial Studies Advisory Board.

	PRINTONAME SELECTION STREET
Department Chair/Area Director	Colerre M. Young Will M. Gerre 10/10/11
Dean	Roseman Wilson January I San 10/12/11
Vice President for Instruction	1081
Approved for Development	(2/2///////////////////////////////////
Final Approval	STURN BLACKER SCALLEN
President	Rise B Bellows Ruse Allanca 11-14-11
Board Approval	4/24/12