Business Division – Business Administration Department
Assessment Tools & Student Learning Outcomes
Spring 2011

BUSINESS ADMINISTRATION SELECTED ASSESSMENT TOOLS

1	Employer feedback during Internship/Externship experiences
2	Achievement of CoEd outcomes
3	Achievement of Capstone Course outcomes
4	Exit Interviews upon completion of the certificate
5	Student Surveys/Mailings
6	Employer Surveys
7	Entry-level Employee Tests (i.e. LA County, LAUSD, etc)
8	Practice Employee Tests (via HR in the Assessment Center)
9	Licensing and Certification Exams

BUSINESS ADMINISTRATION CERTIFICATES / SELECTED ASSESSMENT TOOL(S)

		Assessment Tool								
Associate in Arts Degree		**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
1	Business Administration	x				x				
Associate in Science (24 or more units)										
1	Business Administration - Entrepreneurship/Small Business				x	x				
2	Business Administration - Financial Planning and Investment	x				x				
3	Business Administration - General Business	x				x				
4	Business Administration - International Business	x				x				
5	Insurance Specialist	x				x	x			x
6	Insurance Specialist: Life and Health	x	x	x						x
7	Insurance Specialist: Property and Casualty	x	x	x						x
8	Management	x				x	x			
9	Marketing	x				x				
10	Retail Management	x				x	x			
Certificates Non-Degree Applicable										
1	Desktop Publishing Technician				x	x				
2	Entrepreneurship/Small Business				x	x				
3	Financial Planning and Investment	x				x				
4	General Business	x				x				
5	Human Resources Assistant	x						x	x	
6	Insurance Professional	x				x	x			x
7	Insurance Specialist	x				x	x			x

8	International Business	x				x				
9	International Business Professional	x				x				
10	Management	x				x	x			
11	Marketing	x				x				
12	Retail Management	x				x	x			

ASSOCIATE IN ARTS DEGREE

BUSINESS ADMINISTRATION

Upon completion of the program the students will able to:

- perform fundamental accounting and financial management operations associated with business enterprise management
- apply management, human resource, and personnel practices and approaches to organizational problem solving
- identify good business ethics, social responsibility, and discuss the vital role in the establishment of trust and honesty expected of supervisory/managers and leaders today
- critically analyze the external and internal environments of a business organization and formulate appropriate strategies
- demonstrate ability to communicate effectively with individuals, teams and large groups

ASSOCIATE IN SCIENCE DEGREE

BUSINESS ADMINISTRATION – ENTREPRENEURSHIP/SMALL BUSINESS

Upon completion of the program the students will able to:

- identify and assess the requirements for starting a business
- create a written business plan
- Students will be to explain the issues and risks in planning, implementing, and running a small business
- evaluate small business-related case studies

BUSINESS ADMINISTRATION – FINANCIAL PLANNING AND INVESTMENTS

Upon completion of the program the students will able to:

- identify the different types of investments and associated risk to the consumer
- evaluate an investor's ability to bear risk and determine an appropriate investment portfolio
- analyze financial statements of companies and determine their financial strengths and weaknesses
- apply the tools of investing to determine the appropriateness of an investment

BUSINESS ADMINISTRATION – GENERAL BUSINESS

Upon completion of the program the students will able to:

- recognize, analyze, and assess current economic challenges facing global and domestic businesses
- discuss and prepare a marketing mix strategy as part of a high-level business plan
- recognize business legal, ethical, and societal issues, and determine how to act responsibly
- evaluate basic financial statements for strengths and weaknesses and identify appropriate financing and investment opportunities through the securities markets

BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS
Upon completion of the program the students will able to:

- identify the risk and rewards of international business
- explain the influence of culture on international business
- describe methods for marketing and distributing goods to an international market
- understand and determine the most suitable business organization forms and means of financing an international business
- understand currency translation and be able to devise a process for protecting a business from problems associated with exchange rates
- understand and critically evaluate problems associated with marketing products in other countries
- aware of and understand some of the legal requirements for international trade established by other countries
- understand and apply the vocabulary and terminology of international business in both an oral and written form

INSURANCE SPECIALIST
Upon completion of the program the students will able to:

- describe and apply insurance concepts such as principles of indemnity, valued policy, and liability limits
- describe and prepare basic insurance forms for commercial property, commercial general liability, commercial auto, homeowners, personal auto policy, crime, and umbrella insurance contracts
- discuss loss exposures, personal risk insurance, and types of personal insurance policies
- explain problems or challenges associated with insurance, such as no-fault insurance, high-risk drivers, compensation of victims, regulation and rating of automobile insurance
- define parts of automobile coverage, i.e. liability, medical payments, uninsured motorists, coverage for damage to automobiles, and personal automobile policy conditions
- discuss financial planning as it affects personal loss, social security, retirement plans, and annuities

INSURANCE SPECIALIST: LIFE AND HEALTH
Upon completion of the program the students will able to:

- define types of life and health insurance
- identify measures of financial performance such as profitability and solvency

- explain responsibilities of life and health agents, the claim handling process, establishing loss reserves, and unfair claim practices laws
- describe elements of a contract, insurance contracts, and conditions commonly found in life and health insurance policies
- describe loss exposures and policy provisions

INSURANCE SPECIALIST: PROPERTY AND CASUALTY

Upon completion of the program the students will able to:

- define commercial insurance and commercial insurance policies
- explain policies providing commercial property coverage, building and personal property coverage forms, insuring fluctuating values, and blanket insurance
- describe cause-of-loss forms, other commercial property coverage forms, endorsements, commercial property conditions, and rating commercial property coverage
- explain liability loss exposures, commercial general liability insurance (CGL) including insured party(ies), limits of insurance, CGL endorsements, rating of CGL coverage, and miscellaneous liability forms
- explain workers compensation and employers liability insurance

MANAGEMENT

Upon completion of the program the students will able to:

- describe and apply the five functions of a manager: planning, organizing, staffing, leading and controlling
- explain the complexities of management principles and theories
- identify contemporary management trends and issues
- articulate his or her philosophy of management

MARKETING

Upon completion of the program the students will able to:

- recognize and develop an appreciation for customer need
- understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion
- develop a basic marketing plan and implement a strategy

RETAIL MANAGEMENT

Upon completion of the program the students will able to:

- demonstrate the roles, responsibility, and expected results of people performing retail supervisory/management and/or leadership roles in an organization by identifying the key concepts
- analyze their own capabilities using real world case scenarios to gain an understanding of what is required to gain employment in the retail management field
- demonstrate effective analytical and critical thinking skills to make an appropriate decision in a complex situation

- identify good business ethics, social responsibility, and discuss the vital role in the establishment of trust and honesty expected of supervisory/managers

CERTIFICATES NON-DEGREE APPLICABLE

DESKTOP PUBLISHING TECHNICIAN

Upon completion of the program the students will able to:

- demonstrate competency in the scanning and importing images and text
- demonstrate effective use of typographic variables for best communication of a message
- create a portfolio of documents that combine image and text

ENTREPRENEURSHIP/SMALL BUSINESS

Upon completion of the program the students will able to:

- identify the requirements for starting a business
- create a basic written business plan
- explain the issues in planning, implementing, and running a small business
- review small business-related case studies

FINANCIAL PLANNING AND INVESTMENTS

Upon completion of the program the students will able to:

- identify the different types of investments available to the consumer
- assess an investor's ability to bear risk and discuss investment portfolio options
- review financial statements of companies and discuss their financial strengths and weaknesses
- apply the tools of investing to evaluate the appropriateness of an investment

GENERAL BUSINESS

Upon completion of the program the students will able to:

- recognize, current economic challenges facing global and domestic businesses
- discuss a marketing mix strategy as part of a high-level business plan
- recognize business legal, ethical, and societal issues
- evaluate basic financial statements for strengths and weaknesses

HUMAN RESOURCES ASSISTANT

Upon completion of the program the students will able to:

- evaluate personnel problems and possible solutions
- apply the principles and methods involved in the recruitment, selection and placement of employees with regard to affirmative action programs, training, experience and aptitudes
- identify the major laws involved in personnel administration

INSURANCE PROFESSIONAL
Upon completion of the program the students will able to:

- define ethics in a general business context and specifically in insurance organizations
- describe and apply the legal framework of insurance organizations
- describe and demonstrate the responsibilities and ethical obligations of an insurance professional
- explain and illustrate the civil law system
- explain and assess the importance of risk management
- discuss loss exposures, personal risk insurance, and types of personal insurance policies

INSURANCE SPECIALIST
Upon completion of the program the students will able to:

- describe and apply insurance concepts such as principles of indemnity, valued policy, and liability limits
- describe and prepare basic insurance forms for commercial property, commercial general liability, commercial auto, homeowners, personal auto policy, crime, and umbrella insurance contracts
- explain and assess the importance of risk management
- define ethics in a general business context and specifically in insurance organizations

INTERNATIONAL BUSINESS
Upon completion of the program the students will able to:

- understand and determine the most suitable business organization forms
- understand currency translation
- Students will be able aware of problems associated with marketing products in other countries
- understand some of the legal requirements for international trade established by other countries
- understand and apply the vocabulary and terminology of international business in both an oral and written form

INTERNATIONAL BUSINESS PROFESSIONAL
Upon completion of the program the students will able to:

- identify the risk and rewards of international business
- explain the influence of culture on international business
- describe methods for marketing and distributing goods to an international market
- understand and determine the most suitable business organization forms and means of financing an international business
- understand currency translation and be able to devise a process for protecting a business from problems associated with exchange rates
- understand and critically evaluate problems associated with marketing products in other countries

- be aware of and understand some of the legal requirements for international trade established by other countries
- understand and apply the vocabulary and terminology of international business in both an oral and written form

MANAGEMENT
Upon completion of the program the students will able to:

- describe basic functions of a manager: planning, organizing, staffing, leading and controlling
- explain basic management principles and theories
- identify contemporary management trends and issues
- explain his or her basic philosophy of management

MARKETING
Upon completion of the program the students will able to:

- recognize an appreciation for customer need
- understand the four P's of marketing: Product, Price, Place (distribution), and Promotion
- develop a basic marketing plan

RETAIL MANAGEMENT
Upon completion of the program the students will able to:

- understand the roles, responsibility, and expected results of people performing retail supervisory/management and/or leadership roles in an organization by identifying the key concepts
- identify effective analytical and critical thinking skills used to make decision
- describe good business ethics, and social responsibility skills