

# 2024-2025 Assessment Plan

## Business Transfer Pathway

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Business Transfer Pathway Learning Outcomes

### Business Management

Gain an understanding of business management concepts and the history of management. Explore the changing environment of business and managerial processes.

MEASURES	RESULTS	ACTIONS
<p><b>Principles of Management</b></p> <p>Indirect - Overall Course Grade</p> <p><i>Principles of Management: BUS 2220</i></p> <p><b>Target</b></p> <p>80% of students will earn a grade of "C" or above in Principles of Management.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

### Principles of Accounting

Financial accounting is used to communicate information on the company's activities to outside users. Use a variety of hands-on learning tools to cover topics that include: recording transactions, preparing financial statements, inventory and merchandising, long-term assets, debt, common equity structures, time value of money concepts and ratio analysis.

MEASURES	RESULTS	ACTIONS
<p><b>Principles of Accounting I</b></p> <p>Indirect - Overall Course Grade</p> <p><i>Principles of Accounting I: ACCT 2000</i></p> <p><b>Target</b></p> <p>80% of students will earn a grade of "C" or above in Principles of Accounting I.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

### Business Law

Examine the principles of law related to business, legal institutions in society, business ethics, and business organization structure. Emphasis will be placed on the American legal system as it relates to ethics in a business environment, contracts, product liability, dispute resolution, principal and agent relationships, and business organizational structure.

MEASURES	RESULTS	ACTIONS
<p><b>Business Law</b></p> <p>Indirect - Overall Course Grade</p> <p><i>Business Law: BUS 2200</i></p> <p><b>Target</b></p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>

70% of students will earn a grade of "C" or above in Business Law.		
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Marketing

Basic concepts of marketing as well as an understanding of the functions of marketing and how they relate to the entire marketing cycle. Examine how marketing strategies affect consumerism from a variety of perspectives.

MEASURES	RESULTS	ACTIONS
<p><b>Principles of Marketing</b></p> <p>Indirect - Overall Course Grade</p> <p><i>Principles of Marketing: MKTG 2525</i></p> <p><b>Target</b></p> <p>70% of students will earn a grade of "C" or above in Principles of Marketing.</p>	<p><i>No results have been added.</i></p>	<p><i>No actions have been added.</i></p>