**Business Management and Technology Assessment Plan 2012-2013**

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**East Central College**

**Assessment Plan: Course/Curriculum**

Division: Business, Education, Social Science, and Technology

Course: Introduction to Business

**Intended Program Outcome:**

* Embrace the concept of Enterprise Resource Planning (ERP)
* Introduce and explore ERP Software and its capabilities
* Explore and develop personal and professional skills and abilities
* Understand the supply chain process

**Upon successful completion of this program, student will be able to:**

* Understand this different types of business ownership, key stakeholders, and functional areas of a business
* Identify business strategies and the decision making process
* Understand importance of product/service development, pricing, and distribution
* Analyze a company’s core business processes in order to determine technology needs
* Recognize importance of ERP Systems to optimize business processes
* Function as a team member to identify and solve operational problems
* Identify and evaluate how information technology can impact business processes

**Means of Assessment**

* Pre/Post-Test Exams
  + The students will be tested on their knowledge of basic business concepts before the class begins. At the end of the semester, the students will be asked to take the same assessment to evaluate what they have learned throughout the semester.
* Case studies
  + Students will read Case Studies relating to chapter topics and objectives. They will answer questions to challenge their **critical thinking** skills. This will be done in a discussion board setting to enhance their **communication** skills.
* Projects
  + Students will participate in a project relating to course objectives to test their ability to understand business concepts.
* Presentations
  + Presentation will test the students’ ability to portray what they have learned about business. They will include how a company has been **ethical and/or socially responsible** and explain why that is important.
* Article Reviews
  + Article reviews will be done for each chapter. The students must find a current (within a year) article from a business website and write a brief paragraph review of how it related to a topic in the chapter. This will challenge students on their ability to research related articles and their **communication** skills to write the review in a clear and concise manner.
* Exams
  + This assessment will test whether the students understand the concepts of each section of material from their textbooks and their ability to analyze the possible choices to choose the best one (**critical thinking**).