

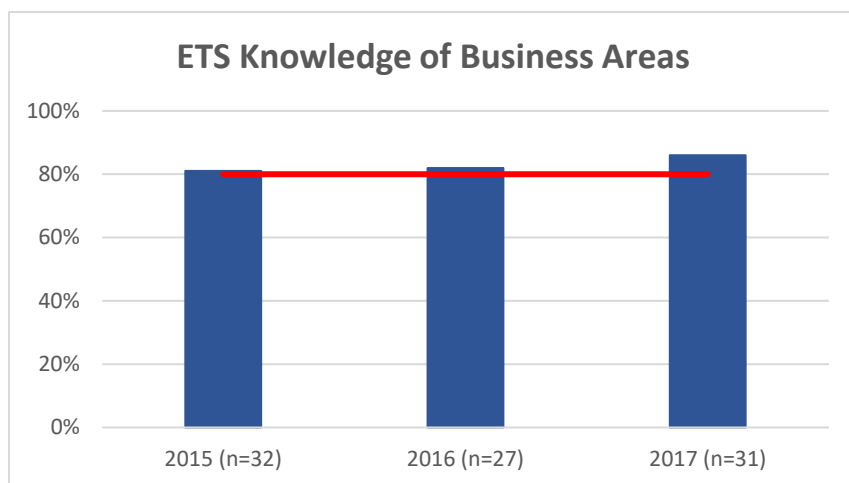
Student Learning and Performance of the Business Program

Student learning results for the Business Program of Huston-Tillotson University. The data and corresponding charts below describe three student performance measures used within the program from 2014-2017.

ETS Knowledge of Business Areas

Summative, External data derived from ETS comprehensive field exam. The graduate of the Business Administration program will have a basic knowledge of all business areas. The goal is for the average percentage to be at or above 80%.

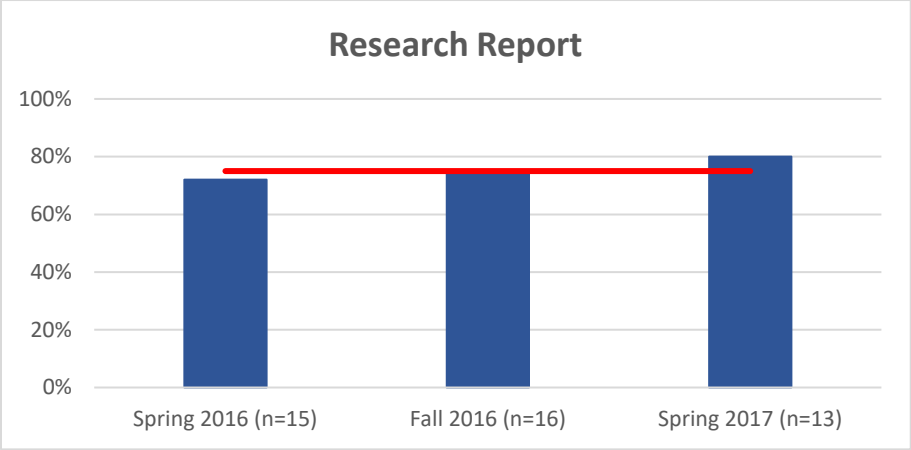
Year	n	Total	Goal
2015 (n=32)	32	81%	80%
2016 (n=27)	27	82%	80%
2017 (n=31)	31	86%	80%



Business Communication Research Report

Direct assessment derived from research report conducted in Business Communication. The graduate of the Business Administration program will be able to demonstrate an ability to collect, analyze and interpret data. The goal is for the average percentage to be at or above 75%.

Semester	n	Total	Goal
Spring 2016 (n=15)	15	72%	75%
Fall 2016 (n=16)	16	74%	75%
Spring 2017 (n=13)	13	80%	75%



Knowledge of Marketing Plan

Direct assessment derived from marketing plan conducted in Principles of Marketing. The graduate of the Business Administration program will be able to complete a marketing plan. The goal is for the average percentage to be at or above 80%.

Semester	n	Total	Goal
Fall 2014 (n=24)	24	81%	80%
Fall 2015 (n=29)	29	84%	80%
Fall 2016 (n=35)	35	86%	80%

