



ALAMO
COLLEGES

PALO ALTO COLLEGE

Career and Technical Education Degrees and Certificates

AS Marketing-Business Administration

#1	AS Marketing-Business Administration Degree Student Learning Outcome The learner will analyze transactions formulating them into journal entries.
	Courses in the degree plan that address this outcome ACCT 2302: Principles of Accounting II - Managerial
	Assessment Measure for this Outcome A final exam has been prepared with questions that meet this objective. Questions 16-2-24; 16-2-18 will be measured for this outcome.
	Achievement Target for this Measure 70% of the students will correctly answer the questions
	Findings For question 16-2-24 the results are 85% passing For question 16-2-18 the results are 78% passing The students more than achieved the target for this measure.
	Related Action Plans Develop test item blue prints All instructors involved in teaching this course are meeting to analyze how we need to improve the curriculum and our teaching methods to assist the students to meet the requisite 70%
#2	AS Marketing-Business Administration Degree Student Learning Outcome The learner will prepare financial statements in the correct format.
	Courses in the degree plan that address this outcome ACCT 2302: Principles of Accounting II - Managerial
	Assessment Measure for this Outcome A final exam has been prepared with questions that meet this objective. Questions 18-4-28; 22-6-4 will be measured for this outcome.
	Achievement Target for this Measure



	70% of the students will correctly answer the questions
	Findings For question 18-4-28 the results are 58% passing For question 22-6-4 the results are 72% passing The students achieved the target for part of this measure.
	Related Action Plans Develop test item blue prints For question 18-4-28 the students did not achieve the target of 70%. All instructors involved in teaching this course are meeting to analyze how we need to improve the curriculum and our teaching methods to assist the students to meet the requisite 70%
#3	AS Marketing Business Administration Degree Student Learning Outcome The student will extrapolate and interpret financial information to assist them in making well thought out business accounting decisions.
	Courses in the degree plan that address this outcome ACCT 2302: Principles of Accounting II - Managerial
	Assessment Measure for this Outcome A final exam has been prepared with questions that meet this objective. Questions 14-1-18; 14-2-12 will be measured for this outcome.
	Achievement Target for this Measure 70% of the students will correctly answer the questions
	Findings For question 14-1-18 the results are 100% passing For question 14-2-12 the results are 62% passing The students more than achieved the target for part of this measure.
	Related Action Plans Develop test item blue prints For question 14-2-12 the students did not achieve the target of 70%. All instructors involved in teaching this course are meeting to analyze how we need to improve the curriculum and our teaching methods to assist the students to meet the requisite 70%