

3211 Providence Drive
Anchorage, AK 99508-4614
907.786.1050

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BA-A231 Objective 3.2: Identify the three types of skills necessary for managerial success and describe the managerial functions of planning, organizing, leading and controlling.

43% exceeded faculty expectations

48% met faculty expectations

9% failed to meet faculty expectations

BA-A260 Objective 6.1: List and describe the four P's of marketing: product, price, promotion and place.

46% exceeded faculty expectations

30% met faculty expectations

24% did not meet faculty expectations

BA-A260 Objective 6.2: Explain how marketers meet the needs of the consumer and business markets through market segmentation, relationship marketing and the study of consumer behavior.

46% exceeded faculty expectations

30% met faculty expectations

24% did not meet faculty expectations

BA-A260 Objective 6.3: Describe the stages of the product life cycle and the marketing strategies at each stage.

46% exceeded faculty expectations

30% met faculty expectations

24% did not meet faculty expectations

3. Describe your assessment process in AY21 for these program student learning outcomes, including the collection of data, analysis of data, and faculty (and other, e.g., advisory board) conversations around the findings. (750 characters or less)

The assessment coordinator informed applicable faculty, in Aug at their respective campuses of which course objectives we were assessing (according to our latest approved AAS-General Business Plan) Faculty sent assessment data, and once the document was prepared, the faculty involved with these objectives.

5. Based on the findings, did the faculty make any recommendations for changes to improve student achievement of the program student learning outcomes? Please describe the recommended action, what improvement in student learning the program hopes to see with this change, the proposed timeline, and how the program will know if the change has worked. If no recommendations for changes were made, please explain that decision. *(750 Characters or less)*
Continue with active course scheduling collaboration to aid in student advising and

STUDENT SUCCESS AND THE CLOSING OF EQUITY GAPS

Programs are not required to respond to question #8 below for their report due on October 15, 2021. Question #8 will be required for the next round and moving forward.

8. Respond to at least one of the following metrics. Student success depends on many aspects of a student's experience. On the academic program level, it can relate to correct placement, course sequencing, standardized pre-requisites, the intentional use of high impact practices, proactive advising, course scheduling practices, etc. UAA is using the following two metrics in its cyclical Program Review process, as well as in its reaffirmation of accreditation process. These data are included in the most recent IR-Reports Program Review dashboard. Please review these data for your program, note any equity gaps, and describe steps you are taking or plan to take to close those gaps.

