### NTID
A.S. Degree in Business Outcomes Assessment
Plan and Report for AY 2011-2012

**Program Goal:** Prepare graduates with skills and knowledge to enable transfer to a baccalaureate business degree program.

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<td>1. Students will demonstrate fundamental awareness of principles and procedures in the following five business core areas: General Business, Financial Accounting, Managerial Accounting, Management, and Marketing.</td>
<td>80% of students will demonstrate fundamental knowledge in five business core areas.</td>
<td>Capstone project will be assigned to students to evaluate overall learning from the following courses: Orientation to Business, Financial Accounting I and II, Managerial Accounting I and II, Fundamentals of Management, and Fundamentals of Marketing.</td>
<td>Students will earn no less than a 75% on the capstone project.</td>
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2. Students will be prepared to enter a baccalaureate business degree program. **80% of entering students will subsequently be accepted into a baccalaureate business degree program.**

Baccalaureate admissions data. Students will be identified as accepted by RIT’s College of Business or other 4-year institutions. **AY 2005-2007**

**AY 2008-2011**

14 students completed the AS program with 12 successfully transferring to the SCB and 2 exiting the program to work. No action is needed at this time.

3. Students will indicate satisfaction with the program and courses. **80% of students will indicate overall satisfaction with the program and courses.**

Satisfaction Survey

Students will indicate they strongly agree or agree when asked to give an overall rating (4-point scale) regarding two global items, one related to satisfaction with the program in general and the other related to satisfaction with the courses in the major.

Specific program and course ratings are collected on various other items. **AY 2005-2007**

**AY 2008-2011**

students completed a satisfaction survey and 92% indicated that they were satisfied with the program. No action is needed at this time.

Comments:

/sssl
Rev: 10/09/2012