



General Business
Associate of Arts Degree
2017/2018



Contents

General Business	3
Program Goals.....	3
2015/2018 Program	3
Program Map.....	8
Professional Development	8
Courses Offered by Semester.....	9
Fall 2017	9
Summer 2018	9
Retention Rates Fall to Spring	9
Fall 2017	9
Enrollment (Three-Year Annual Trend).....	10
Graduation (Three-Year Annual Trend).....	10
Synopsis of Significant Findings.....	10
Program Improvement Plans Implemented or In-Progress	11
Advisory Committee Work	11
Student Advisement by Semester	11
Yearly Return on Investment.....	11
Yearly Return on Investment.....	12
Alumni Surveys.....	13
Program Learning Assessment Plan (Weave).....	13
Student Work Placement	13
Curriculum Committee Work (Link)	13
Accreditation	14
Evaluation of the Program	14
Appendix A: Program Map for General Business.....	16
Appendix B: Weave for General Business	17
Appendix C: BUS295 Business Capstone CLOA Presentation PowerPoint.....	25



General Business

AAS

60 Hours

Program Goals

The Associate of Arts degree in General Business is designed to prepare students who plan to obtain a bachelor's degree in the field of business, accounting, management information systems, or a related field. Core competencies are aligned with the New Mexico Collegiate Business Articulation Consortium (NMCBAC).

Graduates of the program will:

- Perform general accounting and financial management tasks.
- Apply current computer technology and applications.
- Explain which principle of management is applicable to a particular organization.
- Comprehend, evaluate, and synthesize the most current published information with a view to incorporating the relevant procedures into the operations of a business or organization.
- Apply mathematical skills used in business practices.
- Explain which marketing principles are relevant to individual sales programs and efforts.
- Illustrate the critical thinking skills developed in pursuit of the degree as a foundation for life-long learning in business and other areas.

2015/2018 Program

Associate of Arts Degree

Minimum of 60 Credit Hours

GENERAL BUSINESS

Associate of Arts Degree

Minimum of 60 Credit Hours

(2015-2018 Catalog)

This program is designed to prepare students who plan to obtain a bachelor's degree in the field of business, accounting, management information systems, or a related field. Core competencies are aligned with the New Mexico Collegiate Business Articulation Consortium (NMCBAC). For transferability, the student must learn in advance of the particular requirements of the intended school or university. Students are strongly encouraged to consult with their LCC advisor for proper advisement and course selection.



Degree Requirements	Credit Hours: 60
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General Education Core..... (33 hours)

Area I. Communications..... (9 hours)

ENG 111	Freshman Composition	3
ENG 115	Freshman Composition II	3
SPCH 111	Public Speaking	3

AREA II. Mathematics..... (4 hours)

MATH 180	4
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AREA III. Laboratory Science..... (8 hours)

AREA IV. Social and Behavioral Sciences..... (6 hours)

ECON 208	Principles of Macroeconomics (Required Course)
ECON 209	Principles of Microeconomics (Required Course)

AREA V. Humanities and Fine Arts..... (6 hours)

PROGRAM REQUIREMENTS..... (27 hours)

ACCT 200	Accounting Principles I	4
ACCT 201	Accounting Principles II	4
BUS 102	Quantitative Methods in Business	3
CSA 150	Computer Fundamentals	3
CSA 217	Microsoft Excel	3
MATH130	Statistics	3
MGMT207	Principles of Management	3
MKT201	Principles of Marketing	3
BUS 295	Business Capstone	1

Course Descriptions and Learning Outcomes (Competencies)

ACCT200 Accounting Principles I (ACCT 2113 Principles of Accounting I (Financial)) 4;(4,0)

An introduction to financial accounting concepts emphasizing the analysis of business transactions in accordance with generally accepted accounting principles (GAP), the effect of these transactions on the financial statements, financial analysis, and the interrelationships of the financial statements.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C, the student should be able to:

1. Analyze business transactions, their effects on the financial statements and the interrelationships of the financial statements involving the following:
 - a. Cash transactions
 - b. Receivables and Net Realizable Value
 - c. Operational Assets and Depreciation
 - d. Inventory
 - e. Current Liabilities
 - f. Long-term Liabilities
2. Define, identify and demonstrate the impact of adjusting entries on financial statements.
3. Explain and demonstrate the differences between cash and accrual basis accounting.
4. Define and identify generally accepted accounting principles.
5. Analyze equity ownership transactions and their effect on the financial statements.
6. Identify the cash flow statement activities and explain the purpose of the cash flow statement.
7. Perform ratio analysis to evaluate financial statements.

ACCT201 Accounting Principles II (ACCT 2123 Principles of Accounting II (Managerial)) 4;(4,0)

An introduction to the use of accounting information in the management decision making processes of planning, implementing, and controlling business activities. In addition, the course will discuss the accumulation and classification of costs as well as demonstrate the difference between costing systems.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C, the student should be able to:

1. Identify the differences between financial and managerial accounting.
2. Illustrate the accumulation of costs in cost accounting systems.
3. Describe the basic elements of the budgeting process, its objectives and budget preparation.
4. Define and classify cost behavior.
5. Perform cost-volume-profit analysis for decision making.
6. Perform differential (incremental) analysis for business decision making.
7. Explain the cause of the variance and its effect on the income statement.
8. Explain and demonstrate the difference between traditional costing and activity-based costing.

BUS102 Quantitative Methods in Business 3;(2,2)

This course helps the student develop problem-solving skills using mathematical equations to solve business problems and to enhance business performance and operations. Topics covered in this course include: the time value of money, interest calculations, trade and cash discounts, and concepts related to minimizing operational costs while increasing productivity.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C, a student should be able to:

1. Explain the time value of money and its application in decision making, including calculating present and future values of single payments and series of payments; calculation of internal rates of return; calculation of payments needed to produce a present or future value and demonstration of competency with respect to the valuation of bonds and perpetuities.
2. Calculate Discounts, both trade and cash, differentiating between the applicability of the one or other for a given situation. Additionally, appreciate the financial costs of credit and payment terms.
3. Perform break-even calculations, utilizing the concepts of contribution margin, selling price, variable vs fixed costs, and the use of "rules-of-thumb" for a particular business when estimates will provide immediate guidance.

4. Calculate the real costs of installment buying, advantages/disadvantages of paying off installment loans before due date, and the true cost of revolving charge and credit cards.
5. Differentiate between markups based on cost vs. selling price; markdowns, and pricing perishable vs. nonperishable goods.
6. Explain the cost-benefit analysis involved in working capital management decisions involving cash, accounts receivable, inventory, accounts payable and short-term financing. Make or buy the asset?

CSA150 Computer Fundamentals (BCIS 1113 Fundamentals of Information Systems) 3;(2,2)

Examination of information systems and their impact on commerce, education, and personal activities. Utilization of productivity tools for communications, data analysis, information management and decision-making.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Describe the social impact of information literacy and systems in relation to commerce, education, and personal activities.
2. Explain how to use the information resources legally, safely, and responsibly in relation to ethical, security, and privacy issues.
3. Evaluate bias, accuracy and relevance of information and its sources.
4. Use productivity tools for communications, data analysis, information management and decision making.
5. Describe and use current information systems and technologies.

CSA217 Microsoft Excel 3;(2,2)

This course provides an in-depth study of Microsoft Excel spreadsheet software. A hands-on approach is taken with projects and assignments covering the MOUS certification requirement.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Identify the basic Excel (spreadsheet) concept;
2. Describe and apply basic to advanced skills;
3. Recognize and demonstrate the concepts of creating, editing, and formatting worksheets;
4. Apply and demonstrate the concepts of working with charts, pivot tables, lists, and use what-if analysis;
5. Apply formulas and functions;
6. Analyze data using formulas, compiling workbook data, utilizing tables

ECON208 Principles of Macroeconomics (ECON 2113 Macroeconomic Principles) 3;(3,0)

Introduces macroeconomic theory and explores interrelationships involving inflation, unemployment, gross national product, taxes, government spending and the domestic and world monetary systems. (Not final description)

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Explain the concepts of opportunity cost, comparative advantage and exchange.
2. Demonstrate knowledge of the laws of supply and demand and equilibrium and use supply and demand curves to analyze responses of markets to external events.
3. Explain the circular flow model and use the concepts of aggregate demand and aggregate supply to analyze the response of the economy to disturbances.
4. Explain the concepts of gross domestic product, inflation and unemployment and how they are measured.
5. Describe the determinants of the demand for money, the supply of money and interest rates and the role of financial institutions in the economy.
6. Define fiscal policy and monetary policies and how these affect the economy.

Optional:

1. Explain foreign exchange rates, markets, and the balance of payments.
2. Explain how trade restrictions affect the economy.

ECON209 Principles of Microeconomics (ECON 2123 Microeconomic Principles) 3;(3,0)

Introduces microeconomic theory and explores market allocation of resources; supply and demand; theory of marginal analysis; market types; market failure; regulation and antitrust; economic growth and innovation; business finance; economic globalization; and cultures of capitalism. (Not final description)

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Explain the concept of opportunity cost.
2. Demonstrate knowledge of the laws of supply and demand and equilibrium and use supply and demand curves to analyze responses of markets to external events, including price ceilings and price floors.
3. Explain the concepts and calculate price elasticity of demand and supply and income elasticity.
4. Demonstrate an understanding of consumer choice including utility analysis.
5. Demonstrate an understanding of producer choice, including cost analysis and breakeven point.
6. Compare and contrast the following market structures: perfect competition, monopoly, monopolistic competition, and oligopoly.

Optional:

1. Explain the impact of government intervention in markets including the impact of taxes and antitrust.
2. Explain the role of labor and capital markets.

MGMT207 Principles of Management (MGMT 2113 Principles of Management) 3;(3,0)

An introduction to the basic theory of management including the functions of planning, organizing, staffing, leading, and controlling; while considering management's ethical and social responsibilities.

1. Explain the major functions of management including planning, organizing, communications, controlling, motivating, leading, and staffing.
2. Recognize major developments in the history of management thought.
3. Describe the basic managerial processes including decision-making and other key skills necessary for managers to perform their roles.
4. Identify an organization's stakeholders and the importance of social and ethical responsibility of managers.
5. Explain the formulation and implementation of strategic planning, including the relationship between goals, plans, vision statements, and mission statements.
6. Describe the strategies managers use to help organizations adapt to changing internal and external environments.
7. Explain organizational change, forces for change, sources of resistance to change, and the techniques managers can use to implement and facilitate change.

MATH130 Statistics (MATH 2113 Introduction to Statistics) 3;(3,0)

This course discusses the fundamentals of descriptive and inferential statistics. Students will gain introductions to topics such as descriptive statistics, probability and basic probability models used in statistics, sampling and statistical inference, and techniques for the visual presentation of numerical data. These concepts will be illustrated by examples from a variety of fields.

Learning Outcomes:

Upon successful completion of this course, with a minimum of 70%=C or better, the student should be able to:

1. Use descriptive statistics (graphic representation, numerical measures).
2. Apply basic probability concepts.
3. Use both discrete and continuous probability distributions.
4. Use the various sampling methods.
5. Calculate point estimates and construct confidence intervals.
6. Conduct one-sample and two-sample tests of hypothesis.
7. Develop a regression line and determine the strength of a correlation.
8. Apply statistical analysis to decision-making.

Optional:

1. Use statistical software as available.

MKT201	Principles of Marketing (MGMT 2113 Principles of Management)	3;(3,0)
An introduction to the basic theory of management including the functions of planning, organizing, staffing, leading, and controlling; while considering management's ethical and social responsibilities.		
Learning Outcomes:		
Upon successful completion of this course, with a minimum of 70%=C (700) or better, the student should be able to:		
1. Explain the major functions of management including planning, organizing, communications, controlling, motivating, leading, and staffing.		
2. Recognize major developments in the history of management thought.		
3. Describe the basic managerial processes including decision-making and other key skills necessary for managers to perform their roles.		
4. Identify an organization's stakeholders and the importance of social and ethical responsibility of managers.		
5. Explain the formulation and implementation of strategic planning, including the relationship between goals, plans, vision statements, and mission statements.		
6. Describe the strategies managers use to help organizations adapt to changing internal and external environments.		
7. Explain organizational change, forces for change, sources of resistance to change, and the techniques managers can use to implement and facilitate change.		

BUS295	Business Capstone	1;(1,0)
The capstone course is a self-directed, integrated learning opportunity. The student will work during the course dates to complete a research paper with the course instructor as a mentor. At the end of the course, the student will take a comprehensive exam based on the program learning outcomes. It is the intent of this course that the student will bring to bear all the learning and knowledge from the course work to show competence in the selected field of business. The student will take the capstone course in his or her last semester at LCC. Prerequisite: Instructor Approval		
Learning Outcomes:		
Upon successful completion of this course, with a minimum of 70% = C or better, the student should be able to:		
1. Apply current concepts and principles of financial and managerial accounting to the measurement and reporting of accounting information.		
2. Recognize professional and ethical standards and their application to management, accounting and business activities.		
3. Utilize current computer technology and applications, specifically using QuickBooks to develop Chart of Accounts, manage accounts payable, accounts receivable, and payroll; analyze financial statements.		
4. Employ marketing principles relevant to individual sales programs and efforts.		
5. Recognize principles of management applicable to a specific organization.		
6. Apply critical thinking and mathematical skills, techniques and business tools to support current business tools to support current business practices and procedures in the operations of a business or organization.		
7. Utilize Generally Accepted Accounting Principles (GAAP) in the recording of assets, liabilities, special journals, internal control practices, and interest computations.		
8. Knowledge about sole proprietorships, partnerships, corporations, stocks, dividends, bonds, cash flow statements, payroll deposits, payroll taxes and reports.		

Program Map

The program map marks courses that are scheduled by semester in order to complete this degree within two years. Refer to Appendix A for the program map.

Professional Development

Vanessa Velasquez. School of Business Administrative Assistant, Acct218 Quickbooks (DL) Summer 2018



Courses Offered by Semester

Fall 2017

ACCT200 Accounting Principles I	BUS295E Business Capstone	CSA150 Computer Fundamentals (STEM)
ECON208E Principles of Macroeconomics	ECON209 Principles of Microeconomics	MATH 130 Statistics
MGMT207 Principles of Management	MKT201E Principles of Marketing	

Spring 2018 ACCT201E Accounting Principles II (DL) Asynchronous	BUS295E Business Capstone (DL) Asynchronous	CSA150 Computer Fundamentals (STEM)
ECON208E Principles of Macroeconomics(DL) Asynchronous	ECON209E Principles of Microeconomics (DL) Asynchronous	Math130 Statistics
MGMT211 Business Ethics	MGMT218E Prnpls Sm Bus Mgmt	MKT203 E-Commerce

Summer 2018

ACCT218E Quickbooks (DL) Asynchronous	CSA150 Computer Fundamentals	ECON208E Principles of Macroeconomics(DL)
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Retention Rates Fall to Spring

Fall 2017

Course	Total Fall Enrollment	Spring Enrollment
ACCT 200 Accounting Principles I	9	0
ACCT 201 Accounting Principles II	0	8
BUS295 Business Capstone	1	3
CSA150 Computer Fundamentals	STEM	STEM
CSA217 Microsoft Excel	0	STEM
ECON208 Macroeconomics	17	16
ECON209 Microeconomics	18	26
Math130 Statistics	STEM	STEM
MGMT207 Principles of Management	13	0
MGMT211 Business Ethics	0	4
MGMT218E Prnpls Sm Bus Mgmt	0	21
MKT201 Principles of Marketing	11	0
MKT203 E-Commerce	0	4

General Business	Total Fall Enrollment (for all courses)	Spring Enrollment (for all courses)
	84	43



Enrollment (Three-Year Annual Trend)

Fall

2015/2016	2016/2017	2017/18
0	3	1

By Course

Course	Credit	# Students Enrolled	Student Credit Hours
ACCT 200 Accounting Principles I	4	9	48
ACCT 201 Accounting Principles II	4	8	0
ACCT 218 QuickBooks	4	7	0
ACCT 231 Intermediate Accounting	4	1	4
BUS 102 Quantitative Methods in Business	3	0	0
BUS 120 Principles of Finance	3	23	0
BUS 295 Business Capstone	1	4	4
CSA 150 Computer Fundamentals	3	51	153
ECON208 Macroeconomics	3	41	123
ECON209 Microeconomics	3	44	132

Graduation (Three-Year Annual Trend)

2015/2016	2016/2017	2017/18
0	3	1

Synopsis of Significant Findings

- November 20, 2017 a new School of Business Director was Hired.
- School of Business staff work to complete ACBSP annual report.
- Faculty Advisor position filled as a temporary 6 month position.
- Difficult to find a qualified faculty to take the full-time faculty position that was opened Fall 2017. Still unfilled.
- Full time faculty position offered with a Tentative start date July 2018
- Full time faculty position II-interviews tentatively scheduled July 2018
- Faculty/Staff Advisor position- interviews tentatively scheduled July 2018



Program Improvement Plans Implemented or In-Progress

- School of Business moved into Media Arts building November 2017
- Smart Board installation will be placed into new computer classroom
- School of Business Computer classroom tentative completion Fall 2018 with new desks and new state of the art high speed computers.

Advisory Committee Work

To date, an accounting Advisory Committee has not been established. School of Business will work in the future to establish a Business Advisory Board encompassing Accounting, Business Administration, General Business and the Business Management Certificate.

Student Advisement by Semester

Fall 2017: No data Available as current Faculty/Advisor was not hired until Fall 2018

Spring 2018: No data Available as current Faculty/Advisor was not hired until Fall 2018

Summer 2018: No data Available as current Faculty/Advisor was not hired until Fall 2018

Yearly Return on Investment

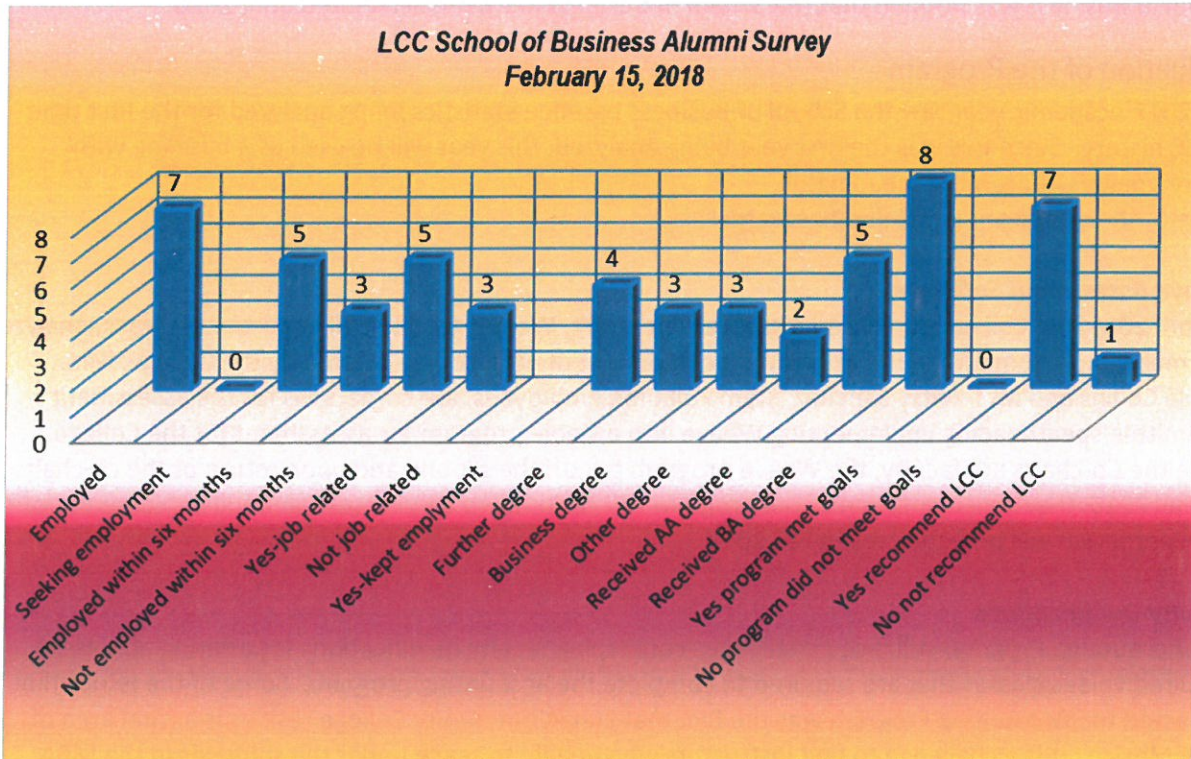
Yearly Return on Investment
 Costs for instruction are listed by course.

Type/students/ instructor	General Business Program		Total Students	Student Credit Hours	Tier	Tier Funding total (SCH X \$133)	Tuition (\$40 X # of Students)	Total Revenue	Instructor Cost	Fringe	Instructor Cost total	63/64 Cost	Profit (Revenue - Costs) = A9-A10
	FALL 2017	Spring 2018											
ACCT200 4CH	F2F Tucker				1								
ACCT201 4CH	NA	Asy 8 Chavez	8	32	1	\$4,256	\$320	\$4,576	\$0	\$0	\$0	\$0	\$4,576
BUS102 3CH	NA	NA	0	0	1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
BUS295 1CH	F2F 1 Chavez	Asy 3 Lopez	4	4	1	\$532	\$160	\$692	\$0	\$0	\$0	\$0	\$692
CSA150 3CH (STEM)													
CSA217 3CH (STEM)													
MATH130 3CH (STEM)													
ECON208 3CH	E 17 R. Gonzales	Asy 16 Ortega	41	123	1	\$16,359	\$1,640	\$17,999	\$4,950	\$1,650	\$6,600	\$0	\$11,399
ECON209 3CH	F2F 18 J. Ortega	Asy 26 Ortega	44	132	1	\$17,556	\$1,760	\$19,316	\$3,300	\$1,100	\$4,400	\$0	\$14,916
MGMT207 3CH	F2F Ortiz	NA	13	39	1	\$5,187	\$520	\$5,707					
MKT201E 3CH	Online Erickson	NA	11	33	1	\$4,389	\$440	\$4,829					
		Totals	97	291		\$38,703	\$3,880	\$42,583	\$8,250	NA	\$11,000	\$0	\$31,583

Cost per Graduate- Revenue-Costs/students graduated this year

Alumni Surveys

38 Alumni surveys were mailed to student in February 2018. Of those surveys mailed, 7 students replied. The results of those students responding is as follows:



Program Learning Assessment Plan (Weave)

See Appendix B.

Student Work Placement

This is work by the students after graduation. Advisors will have to keep in contact with graduating students. This information is not currently available as a Faculty/Staff (Advisor) is has not been hired.

Curriculum Committee Work (Link)

On April 4, 2018, the approval paperwork for moving MGMT218 Principles of Small Business Management under the Associate of Applied Science Degree Business Administration from an approved elective under the 2015-2018 catalog to a program requirement. MGMT211 Business Ethics would be moved down to the Approved Electives position. The credits hours required to completion of this degree will not be affected and will remain at 61 credit hours.



Swapping MGMT218 Small Business Management and MGMT211 Business Ethics will greatly benefit the students as MGMT218 is articulated and will transfer to other educational Institutions while MGMT211 Ethics did not transfer.

Accreditation

ACBSP is the secondary accreditation that is required for the School of Business. As of July 3, 2018, the School of Business was notified that the School of Business has been accredited until 2020.

Evaluation of the Program

The 2017 Academic year saw the School of Business baseline statistics being analyzed for the first time in LCC history. Since this was the first year being analyzed, this year will be used as a baseline with future analysis being more meaningful.

Some of the significant initial findings were:

Weave Assessment Software

In April 2018, the College purchased a software program, Weave, to assist all departments track, analyze and make improvements to the assessment component of each course offered by the College. Mrs. Nicole Collins and Mrs. Betsy Sanchez, Stem Full time employees, are co-persons for the assessment committee spearheading implementing Weave into a viable program for assessment for the College. Since the Co-chairs are faculty, the Weave program got off the ground and upon return of the co-chairs for Fall 2018, the implementation of the program will continue to be overseen and full implementation of the program will be underway in Fall 2018.

Faculty Qualifications

The Accounting Program still faced challenges concerning faculty qualifications for offering all classes required versus classes that are required to complete the accounting program. Some of the issues that impacted the Accounting Program was the fact that Luna Community College resides in a rural area of New Mexico. It is a challenge to find instructors who qualify to teach under the subfields in the MBA umbrella. The subfields include Accounting, Finance, Marketing, Finance, Economics and Management. Most MBAs applying fall into the subfield of management.

Higher Learning Commission Show-Cause Order

On November 8, 2017, Higher Learning Commission (HLC) placed Luna Community College (LCC) on a "Show -Cause Order". A Show-Cause Order is a procedural order that requires an institution to present its case as to why accreditation should not be withdrawn. Because of the Order, LCC was concentrated on meeting Criterion responses which would be acceptable to the HLC to stay accredited. LCC met the challenge of simultaneously addressing the Show-Cause order and in this case, the School of Business, propelling forward at the same time. Although it was strenuous work addressing the HLC concerns, it helped the School of Business analyze more carefully all programs within its preview.

Leadership Challenges

In November 2017, a Director for the School of Business was hired. The only Staff actively in the School of Business was the Administrative Assistant who was taking direction from the Vice President, Academic Affairs, LCC. The School had had major difficulty with securing a permanent Director with other Department Heads lending themselves to run the School of Business part time in addition to their own Departments. Eventually, the VP was singlehandedly managing the School of Business along with



having oversight of 6 other departments with 2 other departments having a Director hired in the last quarter of 2017.

Equipment and Facilities

Upon the arrival of the newly hired Director, School of Business, there was no facilities for the School of Business to be housed in. The Administrative Assistant was still working out of an office located in what would become the Humanities Building. In November 2017, The Media Education Center (MEC) would become home to the School of Business. The administrative assistant would be moved from Humanities Building to an office in the MEC.

At that time, there was no furniture, no equipment and no supplies belonging to the School of Business. The VP of Academic Affairs again promptly equipped the School of Business with furniture, computers, some supplies giving the School to function with all the circumstances which were in place.

Since that faithful day, the School of Business has 5 office spaces for staff and Faculty with equipment being purchased through the procurement process. The struggle remains for the School of Business to be equipped with at least 1 classroom/lab to be utilized for resident classes and as a lab for students who require a computer on main campus. There is also no storage facilities for any equipment. Since no classroom for the School of Business existed in the MEC before the Director arrived, the 2018-2019 budget called for new computers, desks and a smart board for use in the classroom. The School of Business is awaiting approval and posting of the budget for the current fiscal year.

Faculty/Staff

The School of Business is authorized the following staffing:

Director	Lita G. Bernal
Administrative Assistant	Vanessa Velasquez
Full time Faculty	Reyes Coca (Tentative)
Full time Faculty	Not filled
Faculty/Staff (Advisor)	Not filled

The Faculty/Staff position was renamed from the Faculty/Advisor position. A temporary full-time employee was hired from January to June 30, 2018 with the contract ending at that time. Mr. Coca is tentatively scheduled to begin employment in Fall 2018 semester. Interviews are currently being scheduled for full-time faculty and the Faculty/Staff Position.



Appendix A: Program Map for General Business

General Business: Associate of Arts Degree

Program Map

GENERAL BUSINESS DEGREE 60 Credit Hours Required							
1st Academic Year				2nd Academic Year			
Term 1/Fall Semester	Credit	Term2/Spring Semester	Credit	Term 3/ Fall Semester	Credit	Term 4/Spring Semester	Credit
ENG111 Freshman Composition I	3	ENG115 Freshman Composition II	3	ECON209 Principles of Microeconomics	3	BUS102 Quantitative Methods in Business	3
MATH180 College Algebra	4	ECON208 Principles of Macroeconomics	3	SPCH111 Public Speaking	3	Laboratory Science	4
ACCT200 Accounting Principles I	4	ACCT201 Accounting Principles II	4	CSA217 Microsoft Excel	3	MKT201 Principles of Marketing	3
Laboratory Science	4	MATH130 Statistics	3	MGMT207 Principles of Management	3	Humanities & Fine Arts	3
		CSA150 Computer Fundamentals	3	Humanities & Fine Arts	3	BUS295 Business Capstone	1
Semester Total	15	Semester Total	16	Semester Total	15	Semester Total	14
Program Total=60 Credit hours							60



Appendix B: Weave for General Business

LCC Academic General Business AA PLO Assessment Plan In Progress

Program Goal 1 General Business The Associate of Arts degree in General Business is designed to prepare students who plan to obtain a bachelors degree in the field of business, accounting, management information systems, or a related field. Core competencies are aligned with the New Mexico Collegiate Business Articulation Consortium (NMCBAC). Year 1 This three year plan (2017/2018, 2018/2019/2019/2020) will evaluate the following all General Business degree PLOs and three general education PLOs: 1.1 Perform general accounting and financial management tasks. 1.2 Utilize current computer technology and applications. 1.3 Explain which principle of management is applicable to a particular organization. 1.4 Comprehend, evaluate, and synthesize the most current published information with a view to incorporating the relevant procedures into the operations of a business or organization. 1.5 Develop mathematical skills used in business practices. 1.6 Explain which marketing principles are relevant to individual sales programs and efforts. 1.7 Illustrate the critical thinking skills developed in pursuit of the degree as a foundation for life-long learning in Business and other areas. 1.7 Use the critical thinking skills developed in pursuit of the degree as a foundation for life-long learning in business and other areas. Gen Ed: Communication Critical Thinking Digital Literacy BUS 295 Business Capstone course will be used for assessment of the Associate of Arts-General Business

The School of Business prepares all students for business dynamics across all aspects of the business world. All students shall be prepared for all challenges, which they may encounter from ethics to specific learning objectives in all the degree programs. The Department Goal is to prepare students for a successful career provided with a strong foundation delivered at the Luna School of Business. Program Mission Statement

Source of Evidence Capstone assignment - Academic Direct

Program Learning Outcomes

1.1

Possess the skills to perform general accounting and financial management tasks. Description Students shall have skills to perform general accounting tasks and shall also have those skills necessary to perform financial management tasks. Supported Initiatives (5) General Education •Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. •Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. •Information & Digital Literacy- i.e. Essay, speech, research, presentation, computer skills, blogs, websites, etc. •Personal & Social Responsibility- i.e. Ethical reasoning, collaboration, discussions, reflection, case studies, etc. •Quantitative Reasoning- i.e. Laboratory reports, exam, project, critique, written assignment

PLO Assessment Method 1.1.1

Description The Capstone course is a self-directed, integrated learning opportunity. The student will work during the course dates to complete a research paper with the course instructor as a mentor. At the end of the course, the student will take a comprehensive exam bases on the program learning outcomes. It is the intent of this course that the student bring to bear all the learning and knowledge



from the course work to show competence in the selected field of business. The student will take the capstone in the Spring at LCC. Prerequisite: Instructor approval.

Improvement Type Audit

Improvement Description Academic student learning acceptable, process is working well or exceeding expectations

Describe the assessment method and Course used to assess this PLO. BUS295 Business Capstone Attendance-Which translates to commitment in the business sector Research papers which encompasses all course learning objectives across all School of Business programs Oral Presentations which encompasses all course learning objectives across all School of Business programs Final exams which encompasses all course learning objectives across all School of Business Programs

Benchmark/Target 1.1.1.1 Exceeded Benchmark/Target The Benchmark for this course if 70% = C or better. The target is to have 100% of students passing earning 85% or better. Finding 3 students enrolled in the course for Spring 2018. All students passes with 90% or better ultimately exceeding erh benchmark of 85% or better. Analysis of Finding Since there is only one semester that has been offered, BUS295 Business Capstone, appears to have met all goals and requirements as set forth by the department. The Course will be reevaluated when it is offered in the 2018-2019 academic year.

Improvement Director shall get more involved with the monitoring of all aspects of the Capstone course. A rubric will be created to better reflect the PLOs for this program.

Source of Evidence Capstone assignment - Academic Direct

1.2 Utilize current computer technology and applications. Description Students shall have skills to perform general accounting tasks and shall also have those skills necessary to perform financial management tasks. Supported Initiatives (5) General Education •Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. •Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. •Information & Digital Literacy- i.e. Essay, speech, research, presentation, computer skills, blogs, websites, etc. •Personal & Social Responsibility- i.e. Ethical reasoning, collaboration, discussions, reflection, case studies, etc. •Quantitative Reasoning- i.e. Laboratory reports, exam, project, critique, written assignment

PLO Assessment Method 1.2.1

Description The Capstone course is a self-directed, integrated learning opportunity. The student will work during the course dates to complete a research paper with the course instructor as a mentor. At the end of the course, the student will take a comprehensive exam bases on the program learning outcomes. It is the intent of this course that the student bring to bear all the learning and knowledge from the course work to show competence in the selected field of business. The student will take the capstone in the Spring at LCC. Prerequisite: Instructor approval.

Improvement Type Audit

Improvement Description Academic student learning acceptable, process is working well or exceeding expectations



Describe the assessment method and Course used to assess this PLO. BUS295 Business Capstone Attendance-Which translates to commitment in the business sector Research papers which encompasses all course learning objectives across all School of Business programs Oral Presentations which encompasses all course learning objectives across all School of Business programs Final exams which encompasses all course learning objectives across all School of Business Programs

Benchmark/Target 1.2.1.1 Exceeded Benchmark/Target The Benchmark for this course if 70% = C or better. The target is to have 100% of students passing earning 85% or better. Finding 3 students enrolled in the course for Spring 2018. All students passes with 90% or better ultimately exceeding erh benchmark of 85% or better. Analysis of Finding Since there is only one semester that has been offered, BUS295 Business Capstone, appears to have met all goals and requirements as set forth by the department. The Course will be reevaluated when it is offered in the 2018-2019 academic year.

Improvement Director shall get more involved with the monitoring of all aspects of the Capstone course. A rubric will be created to better reflect the PLOs for this program.

Source of Evidence Capstone assignment - Academic Direct

1.3

Understand which principle of management is applicable to a particular organization. Description Students shall have skills to perform general accounting tasks and shall also have those skills necessary to perform financial management tasks. Supported Initiatives (0)

PLO Assessment Method 1.3.1

Description The Capstone course is a self-directed, integrated learning opportunity. The student will work during the course dates to complete a research paper with the course instructor as a mentor. At the end of the course, the student will take a comprehensive exam bases on the program learning outcomes. It is the intent of this course that the student bring to bear all the learning and knowledge from the course work to show competence in the selected field of business. The student will take the capstone in the Spring at LCC. Prerequisite: Instructor approval. Describe the assessment method and Course used to assess this PLO. BUS295 Business Capstone Attendance-Which translates to commitment in the business sector Research papers which encompasses all course learning objectives across all School of Business programs Oral Presentations which encompasses all course learning objectives across all School of Business programs Final exams which encompasses all course learning objectives across all School of Business Programs

Benchmark/Target

Improvement Type Audit

Improvement Description Academic student learning acceptable, process is working well or exceeding expectations

1.3.1.1 Exceeded Benchmark/Target The Benchmark for this course if 70% = C or better. The target is to have 100% of students passing earning 85% or better. Finding 3 students enrolled in the course for Spring 2018. All students passes with 90% or better ultimately exceeding erh benchmark of 85% or better. Analysis of Finding Since there is only one semester that has been offered, BUS295 Business



Capstone, appears to have met all goals and requirements as set forth by the department. The Course will be reevaluated when it is offered in the 2018-2019 academic year.

Improvement Director shall get more involved with the monitoring of all aspects of the Capstone course. A rubric will be created to better reflect the PLOs for this program.

1.4

Comprehend, evaluate, and synthesize the most current published information with a view to incorporating the relevant procedures into the operations of a business or organization. Description Students shall have skills to perform general accounting tasks and shall also have those skills necessary to perform financial management tasks. Supported Initiatives (5) General Education •Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc.

Source of Evidence Capstone assignment - Academic Direct

•Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. •Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. •Information & Digital Literacy- i.e. Essay, speech, research, presentation, computer skills, blogs, websites, etc. •Personal & Social Responsibility- i.e. Ethical reasoning, collaboration, discussions, reflection, case studies, etc. •Quantitative Reasoning- i.e. Laboratory reports, exam, project, critique, written assignment

PLO Assessment Method 1.4.1

Description The Capstone course is a self-directed, integrated learning opportunity. The student will work during the course dates to complete a research paper with the course instructor as a mentor. At the end of the course, the student will take a comprehensive exam bases on the program learning outcomes. It is the intent of thie course that the student bring to bear all the learning and knowledge from the course work to show competence n the selected field of business. The student will take the capstone in the Spring at LCC. Prerequisite: Instructor approval. Describe the assessment method and Course used to assess this PLO. BUS295 Business Capstone Attendance-Which translates to commitment in the business sector Research papers which encompasses all course learning objectives across all School of Business programs Oral Presentations which encompasses all course learning objectives across all School of Business programs Final exams which encompasses all course learning objectives across all School of Business Programs

Improvement Type Audit

Improvement Description Academic student learning acceptable, process is working well or exceeding expectations

Benchmark/Target 1.4.1.1 Exceeded Benchmark/Target The Benchmark for this course if 70% = C or better. The target is to have 100% of students passing earning 85% or better. Finding 3 students enrolled in the course for Spring 2018. All students passes with 90% or better ultimately exceeding erh benchmark of 85% or better. Analysis of Finding Since there is only one semester that has been offered, BUS295 Business Capstone, appears to have met all goals and requirements as set forth by the department. The Course will be reevaluated when it is offered in the 2018-2019 academic year.



Improvement Director shall get more involved with the monitoring of all aspects of the Capstone course. A rubric will be created to better reflect the PLOs for this program.

1.5 Develop mathematical skills used in business practices. Description Students shall have skills to perform general accounting tasks and shall also have those skills necessary to perform financial management tasks. Supported Initiatives (5) General Education •Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc.

Source of Evidence Capstone assignment - Academic Direct

•Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. •Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. •Information & Digital Literacy- i.e. Essay, speech, research, presentation, computer skills, blogs, websites, etc. •Personal & Social Responsibility- i.e. Ethical reasoning, collaboration, discussions, reflection, case studies, etc. •Quantitative Reasoning- i.e. Laboratory reports, exam, project, critique, written assignment

PLO Assessment Method 1.5.1

Description The Capstone course is a self-directed, integrated learning opportunity. The student will work during the course dates to complete a research paper with the course instructor as a mentor. At the end of the course, the student will take a comprehensive exam bases on the program learning outcomes. It is the intent of thie course that the student bring to bear all the learning and knowledge from the course work to show competence in the selected field of business. The student will take the capstone in the Spring at LCC. Prerequisite: Instructor approval. Describe the assessment method and Course used to assess this PLO. BUS295 Business Capstone Attendance-Which translates to commitment in the business sector Research papers which encompasses all course learning objectives across all School of Business programs Oral Presentations which encompasses all course learning objectives across all School of Business programs Final exams which encompasses all course learning objectives across all School of Business Programs

Improvement Type Audit

Improvement Description Academic student learning acceptable, process is working well or exceeding expectations

Benchmark/Target 1.5.1.1 Exceeded Benchmark/Target The Benchmark for this course if 70% = C or better. The target is to have 100% of students passing earning 85% or better. Finding 3 students enrolled in the course for Spring 2018. All students passes with 90% or better ultimately exceeding the benchmark of 85% or better. Analysis of Finding Since there is only one semester that has been offered, BUS295 Business Capstone, appears to have met all goals and requirements as set forth by the department. The Course will be reevaluated when it is offered in the 2018-2019 academic year.

Improvement Director shall get more involved with the monitoring of all aspects of the Capstone course. A rubric will be created to better reflect the PLOs for this program.

1.6



Understand which marketing principles are relevant to individual sales programs and efforts. Description Students shall have skills to perform general accounting tasks and shall also have those skills necessary to perform financial management tasks. Supported Initiatives (5) General Education •Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc.

Source of Evidence Capstone assignment - Academic Direct

•Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. •Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. •Information & Digital Literacy- i.e. Essay, speech, research, presentation, computer skills, blogs, websites, etc. •Personal & Social Responsibility- i.e. Ethical reasoning, collaboration, discussions, reflection, case studies, etc. •Quantitative Reasoning- i.e. Laboratory reports, exam, project, critique, written assignment

PLO Assessment Method 1.6.1

Description The Capstone course is a self-directed, integrated learning opportunity. The student will work during the course dates to complete a research paper with the course instructor as a mentor. At the end of the course, the student will take a comprehensive exam based on the program learning outcomes. It is the intent of this course that the student bring to bear all the learning and knowledge from the course work to show competence in the selected field of business. The student will take the capstone in the Spring at LCC. Prerequisite: Instructor approval. Describe the assessment method and Course used to assess this PLO. BUS295 Business Capstone Attendance-Which translates to commitment in the business sector Research papers which encompasses all course learning objectives across all School of Business programs Oral Presentations which encompasses all course learning objectives across all School of Business programs Final exams which encompasses all course learning objectives across all School of Business Programs

Improvement Type Audit

Improvement Description Academic student learning acceptable, process is working well or exceeding expectations

Source of Evidence Capstone assignment - Academic Direct

Benchmark/Target 1.6.1.1 Exceeded Benchmark/Target The Benchmark for this course is 70% = C or better. The target is to have 100% of students passing earning 85% or better. Finding 3 students enrolled in the course for Spring 2018. All students passed with 90% or better ultimately exceeding the benchmark of 85% or better. Analysis of Finding Since there is only one semester that has been offered, BUS295 Business Capstone, appears to have met all goals and requirements as set forth by the department. The Course will be reevaluated when it is offered in the 2018-2019 academic year.

Improvement Director shall get more involved with the monitoring of all aspects of the Capstone course. A rubric will be created to better reflect the PLOs for this program.

1.6.2

Description The Capstone course is a self-directed, integrated learning opportunity. The student will work during the course dates to complete a research paper with the course instructor as a mentor. At



the end of the course, the student will take a comprehensive exam based on the program learning outcomes. It is the intent of this course that the student bring to bear all the learning and knowledge from the

Improvement Type Audit

Improvement Description Academic student learning acceptable, process is working well or exceeding expectations

this course that the student bring to bear all the learning and knowledge from the course work to show competence in the selected field of business. The student will take the capstone in the Spring at LCC. Prerequisite: Instructor approval. Describe the assessment method and Course used to assess this PLO. BUS295 Business Capstone Attendance-Which translates to commitment in the business sector Research papers which encompasses all course learning objectives across all School of Business programs Oral Presentations which encompasses all course learning objectives across all School of Business programs Final exams which encompasses all course learning objectives across all School of Business Programs

Benchmark/Target 1.6.2.1 Exceeded Benchmark/Target The Benchmark for this course is 70% = C or better. The target is to have 100% of students passing earning 85% or better. Finding 3 students enrolled in the course for Spring 2018. All students pass with 90% or better ultimately exceeding the benchmark of 85% or better. Analysis of Finding Since there is only one semester that has been offered, BUS295 Business Capstone, appears to have met all goals and requirements as set forth by the department. The Course will be reevaluated when it is offered in the 2018-2019 academic year.

Source of Evidence Capstone assignment - Academic Direct

Improvement Director shall get more involved with the monitoring of all aspects of the Capstone course. A rubric will be created to better reflect the PLOs for this program.

1.7

Use the critical thinking skills developed in pursuit of the degree as a foundation for life-long learning in business and other areas. Description Students shall have skills to perform general accounting tasks and shall also have those skills necessary to perform financial management tasks. Supported Initiatives (5) General Education •Communication- i.e. Written documents, oral and/or electronic presentations, digital assignments, portfolio, etc. •Critical Thinking- i.e. Problem solving, analyze, explanation, argument, experiment, research, etc. •Information & Digital Literacy- i.e. Essay, speech, research, presentation, computer skills, blogs, websites, etc. •Personal & Social Responsibility- i.e. Ethical reasoning, collaboration, discussions, reflection, case studies, etc. •Quantitative Reasoning- i.e. Laboratory reports, exam, project, critique, written assignment

PLO Assessment Method 1.7.1

Description The Capstone course is a self-directed, integrated learning opportunity. The student will work during the course dates to complete a research paper with the course instructor as a mentor. At the end of the course, the student will take a comprehensive exam based on the program learning outcomes. It is the intent of

Improvement Type Audit



Improvement Description Academic student learning acceptable, process is working well or exceeding expectations

comprehensive exam bases on the program learning outcomes. It is the intent of this course that the student bring to bear all the learning and knowledge from the course work to show competence in the selected field of business. The student will take the capstone in the Spring at LCC. Prerequisite: Instructor approval. Describe the assessment method and Course used to assess this PLO. BUS295 Business Capstone Attendance-Which translates to commitment in the business sector Research papers which encompasses all course learning objectives across all School of Business programs Oral Presentations which encompasses all course learning objectives across all School of Business programs Final exams which encompasses all course learning objectives across all School of Business Programs

Benchmark/Target 1.7.1.1 Exceeded Benchmark/Target The Benchmark for this course is 70% = C or better. The target is to have 100% of students passing earning 85% or better. Finding 3 students enrolled in the course for Spring 2018. All students passes with 90% or better ultimately exceeding the benchmark of 85% or better. Analysis of Finding Since there is only one semester that has been offered, BUS295 Business Capstone, appears to have met all goals and requirements as set forth by the department. The Course will be reevaluated when it is offered in the 2018-2019 academic year.

Improvement Director shall get more involved with the monitoring of all aspects of the Capstone course. A rubric will be created to better reflect the PLOs for this program.

Assessment paperwork for General Business (Tall).xlsx 21KB MAY 22, 2018 Assessment paperwork for General Business for Weave (Long).xlsx 21KB MAY 22, 2018 General Business Business Capstone Rubric.pdf 119KB MAY 21, 2018 General Business Program Mapping.pdf 168KB OCT 30, 2018 LCC_BUS295_Business Captsone (1).pdf .pdf 414KB DEC 7, 2018



Appendix C: BUS295 Business Capstone CLOA Presentation PowerPoint
Power point is attached to hard copy of presentation

