

Assessment: Assessment Plan

Degree Program - HS - Retail Management (BS)

CIP Code: 52.1902.00

Disciplinary Accrediting Body: None

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Program Purpose Statement: The Mission of the Texas Tech University Retailing Program is to prepare individuals who will make a contribution to the retail industry and to society as a whole through quality education, research, and service.

Modality: Face-to-Face, Hybrid/Blended, Off Campus Face-to-Face

Student Learning Outcome: Communication

1. Communicate effectively and appropriately (oral or written).

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 08/19/2020

Additional Assessment Component: Communication Literacy

Assessment Methods

Case Studies - RHIM/RTL/HRM 3335 Consumer Behavior (Active)

Criterion: Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

Schedule: Yearly

Related Documents:

[Final Group Project CB Communication HRM.docx](#)

Professional Development Activities - RHIM 4200, RTL 3395/ HRM 3395 Practicum (4200) & Professional Practices (3395) (Active)

Criterion: Students will prepare resumes, receive feedback, and revise resumes appropriate for their respective industries. Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

Schedule: Yearly

Related Documents:

[Resume and Cover Letter Rubric.pdf](#)

Student Learning Outcome: Financial Documents and Data

2. Prepare, maintain, analyze and utilize financial documents and data.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/01/2019

Additional Assessment Component: Marketable Skills

Degree Program - HS - Retail Management (BS)

Assessment Methods

Pre-Test - RHIM/RTL/HRM 3321 Introduction to Accounting (Active)

Criterion: Students complete homework assignments on preparing, analyzing and utilizing financial documents and data. Students earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

Schedule: Fall and Spring

Exam - RHIM/RTL/HRM 4332 Finance (Active)

Criterion: Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

Schedule: yearly

Exam - RHIM/RTL/HRM 3321 Introduction to Accounting (Active)

Criterion: Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

Schedule: Yearly

Student Learning Outcome: Industry Skills

3. Students will develop industry-required skills used in today's business environment

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/01/2006

Additional Assessment Component: Marketable Skills

Assessment Methods

Capstone Assignment/Project - RHIM/RTL/HRM 4316 Students prepare a marketing strategy report. (Active)

Criterion: Students complete a marketing strategy report and take an exam. Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

Schedule: Yearly

Exam - RHIM/RTL/HRM 4316. Students complete an exam on marketing strategies. (Active)

Criterion: Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

Schedule: Yearly

Exam - HRM 3385 Introduction to Sales (Active)

Criterion: Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

Schedule: Begins Fall 2020

Student Learning Outcome: Critical Thinking and Problem Solving

4. Students will be able to apply critical thinking and problem solving skills to the real world environment.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/01/2015

Additional Assessment Component: Communication Literacy, Marketable Skills

Assessment Methods

Degree Program - HS - Retail Management (BS)

Case Studies - RHIM/RTL/HRM 4332 Leadership (Active)

Criterion: Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

Schedule: yearly

Related Documents:

[RHIM & RTL 4332 Case & Paper Grading Rubrics.xlsx](#)

Exam - RHIM/RTL/HRM 4313 Legal Issues (Active)

Criterion: Students will earn a 2.5 on a 4.0 scale with 75% of the class meeting or exceeding the 70% course pass threshold.

Schedule: Yearly