

School of Business - Learning Outcomes Report

Measurement and Analysis of Student Learning and Performance

Student learning outcomes assessment is a threshold standard for ACBSP accreditation and an integral part of the quality assurance initiatives in the BCIT School of Business. Through the continuous learning outcomes assessment process, opportunities for improvement are identified and metrics are revised to ensure that they continue to meet program objectives and provide a strong representation of learning outcome achievement.

Following are some of the reported learning outcomes for each of the accredited programs in the BCIT School of Business.

BCIT[™] School of Business - Learning Outcomes Report

Bachelor of Business Administration

Learning Outcome: Ability to create and/or edit written reports.

Metric: Measured by term paper grades in Business Ethics BUSA 7200 (previously BUSA 5200).

Target: Class average grade of 75% with 80% of the students at $\geq 65\%$.

Type: Summative Internal

Term Tested	Result	Target	BUSA 7200 Term Paper - class average
201310	87	75	
201410	88	75	
201510	86	75	
201610	88	75	
Term Tested	Result	Target	BUSA 7200 Term Paper % of students $\geq 65\%$
201310	100	80	
201410	100	80	
201510	100	80	
201610	100	80	

BCIT[™] School of Business - Learning Outcomes Report

Bachelor of Business Administration

Learning Outcome: Ability to work in a team structure.

Metric: Measured by case work presentation grades for BUSA 7800 and ORGB 8600 (previously BUSA 6800 and ORGB 5600).

Target: Class average grade of 75% with 80% of the students at $\geq 65\%$.

Type: Summative Internal

Term Tested	Result	Target	BUSA 7800 Case Presentation - class average grade
201230	85	75	
201330	80	75	
201430	86	75	
201530	84	75	
201630	87	75	

Term Tested	Result	Target	BUSA 7800 Case Presentation % of students $\geq 65\%$
201230	100	80	
201330	100	80	
201430	100	80	
201530	100	80	
201630	100	80	

Term Tested	Result	Target	ORGB 8600 Case Presentation - class average grade
201310	88	75	
201410	87	75	
201510	85	75	
201610	86	75	

Term Tested	Result	Target	ORGB 8600 Case Presentation % of students $\geq 65\%$
201310	100	80	
201410	100	80	
201510	100	80	
201610	100	80	

BCIT[™] School of Business - Learning Outcomes Report









Bachelor of Technology in Accounting

Learning Outcome: Demonstrate the level of business strategy skills.

Metric: Measured by the % of students achieving 65% or higher on the final case study analysis in FMGT 8911.

Target: 65%

Type: Summative Internal

Term Tested	Result	Target	FMGT 8911 % of students \geq 65% on final case study analysis
201310	68	65	
201330	68	65	
201410	74	65	
201430	81	65	
201510	100	65	
201530	76	65	
201610	85	65	
201630	78	65	

BCIT[™] School of Business - Learning Outcomes Report





Business Information Technology Management Diploma

Learning Outcome: Manage the competing demands of project time, cost, scope, risk, quality, and requirements.

Metric: Determined by OPMT 4170 PMI-based final exam average.

Target: 78%

Type: Summative Internal

Term Tested	Result	Target	OPMT 4170 PMI-based final exam - class average
201310	74	78	
201410	72	78	
201510	75	78	
201610	74	78	

BCIT[™] School of Business - Learning Outcomes Report





Business Information Technology Management Diploma

Learning Outcome: Test and implement an operational commerce website.

Metric: Determined by BSYS 4000 Integrated Entrepreneurial Project.

Target: 75%

Type: Summative Internal

Term Tested	Result	Target	BSYS 4000 Integrated Entrepreneurial Project - Class Average
201310	71	75	
201410	60	75	
201510	89	75	
201610	71	75	

BCIT[™] School of Business - Learning Outcomes Report




Business Management Diploma

Learning Outcome: Analyze an organization using financial and managerial accounting tools, and understand the role of finance across functional areas to support managerial decisions.

Metric: Measured by FMGT 4561 exam marks.

Target: 75% of students will achieve $\geq 72\%$.

Type: Summative Internal

Term Tested	Result	Target	FMGT 4561 Weighted average exam marks - % of students $\geq 72\%$
201410	36	75	
201510	80	75	
201610	61	75	

BCIT[™] School of Business - Learning Outcomes Report



Business Management Diploma

Learning Outcome: Develop a business strategy, taking into consideration the industry, general environment, national and global economy to gain competitive advantage.

Metric: Measured by BUSA 4800 Airbus Project.

Target: 75% of students will achieve \geq 72%.

Type: Summative Internal

Term Tested	Result	Target	BUSA 4800 Airbus Project % of students \geq 72%
201510	90	75	
201610	100	75	

BCIT[™] School of Business - Learning Outcomes Report

Business Management Diploma

Learning Outcome: Develop a creative, innovative business idea and simulate the commercialization process for a product/service launch within the local market.

Metric: Measured by BUSA 3800 project mark.

Target: 75% of students will achieve $\geq 72\%$.

Type: Summative Internal / External

Term Tested	Result	Target	BUSA 3800 Project % of students with mark $\geq 72\%$
201230	92	75	
201330	96	75	
201430	83	75	
201530	100	75	
201630	91	75	

BCIT[™] School of Business - Learning Outcomes Report

Financial Management - Accounting Diploma

Learning Outcome: Demonstrate ability to prepare personal tax return.

Metric: Measure % students who meet/exceed 80% on personal tax return assignment - FMGT 4410.

Target: 95%

Type: Summative Internal

Term Tested	Result	Target	FMGT 4410 Tax Return Assignment - % of students >= 80%
201310	97	95	
201410	89	95	
201510	86	95	
201610	85	95	

BCIT[™] School of Business - Learning Outcomes Report





Financial Management - Accounting Diploma

Learning Outcome: Demonstrate Excel ability in accounting work.

Metric: Demonstrated by average grade on the FMGT 4710 Excel modelling quiz.

Target: 75%

Type: Summative Internal

Term Tested	Result	Target	FMGT 4710 Excel Modelling Quiz - Average
201310	74	75	
201410	77	75	
201510	77	75	
201610	67	75	

BCIT[™] School of Business - Learning Outcomes Report





Financial Management - Accounting Diploma

Learning Outcome: Effectively complete audit working papers through the planning, execution and reporting phases of an audit.

Metric: Shown through % of students who meet or exceed 65% on comprehensive audit case - FMGT 4310.

Target: 95%

Type: Summative Internal

Term Tested	Result	Target	FMGT 4310 Audit Case % of students with mark \geq 65%
201310	96	95	
201410	91	95	
201510	91	95	
201610	95	95	

BCIT[™] School of Business - Learning Outcomes Report






Financial Management - Accounting Diploma

Learning Outcome: Students show progression in accounting abilities.

Metric: Demonstrated through Peregrine Testing of Accounting CPC.

Target:

Type: Summative External

Term Tested	Exam	Result	Peregrine Results, CPC: Accounting
201230	Inbound	54	
201410	Midpoint	59	
201330	Inbound	52	
201510	Midpoint	71	
201430	Inbound	39	

* Peregrine testing restarted 2017.

BCIT[™] School of Business - Learning Outcomes Report





Financial Management - Finance Diploma

Learning Outcome: Ability to communicate verbally.

Metric: Determined by alumni in government survey results.

Target: 85%

Type: Summative External

Term Tested	Result	Target	Finance - KPI Results - Oral Communication
201310	50	85	
201410	88	85	
201510	67	85	
201610	86	85	

BCIT[™] School of Business - Learning Outcomes Report






Financial Management - Finance Diploma

Learning Outcome: Students show progression in finance abilities.

Metric: Demonstrated through Peregrine Testing of Business Finance CPC.

Target:

Type: Summative External

Term Tested	Exam	Result	Peregrine Results, CPC: Business Finance
201230	Inbound	26	
201410	Midpoint	48	
201330	Inbound	35	
201510	Midpoint	67	
201430	Inbound	38	

* Peregrine testing restarted 2017.

BCIT[™] School of Business - Learning Outcomes Report





Financial Management - Finance Diploma

Learning Outcome: Written communication ability.

Metric: Determined by alumni in government survey results.

Target: 85%

Type: Summative External

Term Tested	Result	Target	Finance - KPI Results - Written Communication
201310	100	85	
201410	94	85	
201510	75	85	
201610	100	85	

BCIT School of Business - Learning Outcomes Report

Financial Planning Diploma

Learning Outcome: Make financial planning recommendations with appropriate analysis and synthesis.

Metric: Demonstrated through student pass rate on CSC Exam 2

Target: 75% or greater

Type: Summative External

Term Tested	Result	Target	CSC Exam 2 - Student pass rate
201710			

* New learning outcome starting 2017.

BCIT[™] School of Business - Learning Outcomes Report






Financial Planning Diploma

Learning Outcome: Students show progression in finance abilities.

Metric: Demonstrated through Peregrine Testing of Business Finance CPC.

Target:

Type: Summative External

Term Tested	Exam	Result	Peregrine Results, CPC: Business Finance
201230	Inbound	26	
201410	Midpoint	48	
201330	Inbound	35	
201510	Midpoint	67	
201430	Inbound	38	

* Peregrine testing restarted 2017.

BCIT School of Business - Learning Outcomes Report

Financial Planning Diploma

Learning Outcome: Students will achieve a pass rate greater than or equal to the national average on the external Financial Planning Exam - Level 1 (FPE1)

Metric: Demonstrated through student and national pass rates on FPE1

Target: Greater than or equal to the national pass rate

Type: Summative External

Term Tested	Result	Target	FPE1 Exam - Student pass rate
201710			

* New learning outcome starting 2017.

BCIT[™] School of Business - Learning Outcomes Report





General Insurance and Risk Management Diploma

Learning Outcome: Students will achieve a pass rate equal to or greater than the national average on the external "C" insurance exam - C110 Loss Adjusting

Metric: Demonstrated through student and national pass rates on "C" insurance exam - C110 Loss Adjusting.

Target: Greater than or equal to the national pass rate.

Type: Summative External

Term Tested	Result	Target	C110 Loss Adjusting - Insurance Exam
201310	95	96	
201410	91	91	
201510	80	73	
201610	100	86	

BCIT[™] School of Business - Learning Outcomes Report





General Insurance and Risk Management Diploma

Learning Outcome: Students will achieve a pass rate equal to or greater than the national average on the external "C" insurance exam - C120 Underwriting

Metric: Demonstrated through student and national pass rates on "C" insurance exam - C120 Underwriting.

Target: Greater than or equal to the national pass rate.

Type: Summative External

Term Tested	Result	Target	C120 Underwriting - Insurance Exam
201310	90	93	
201410	93	91	
201510	91	91	
201610	100	93	

BCIT[™] School of Business - Learning Outcomes Report





General Insurance and Risk Management Diploma

Learning Outcome: Students will achieve a pass rate equal to or greater than the national average on the external "C" insurance exam - C13 Liability.

Metric: Demonstrated through student and national pass rates on "C" insurance exam - C13 Liability.

Target: Greater than or equal to the national pass rate.

Type: Summative External

Term Tested	Result	Target	C13 Liability - Insurance Exam
201310	48	77	
201410	81	82	
201510	75	75	
201610	89	71	

BCIT[™] School of Business - Learning Outcomes Report





General Insurance and Risk Management Diploma

Learning Outcome: Students will achieve a pass rate equal to or greater than the national average on the external "C" insurance exam - C130 Broker 1 (previously reported as C131 Adv Broker)

Metric: Demonstrated through student and national pass rates on "C" insurance exam - C130 Broker 1 (previously reported as C131 Adv Broker).

Target: Greater than or equal to the national pass rate.

Type: Summative External

Term Tested	Result	Target	C130 Broker 1 - Insurance Exam
201510	46	48	
201610	76	72	
Term Tested	Result	Target	C131 Adv Broker - Insurance Exam
201310	82	84	
201410	97	98	

BCIT[™] School of Business - Learning Outcomes Report

Human Resource Management Diploma

Learning Outcome: Plan and complete a human resource consulting project for a client organization applying knowledge and skills gained throughout the program.

Metric: Measured by % of students with a grade \geq 85% in HRMG 4900 project.

Target: 80%

Type: Summative Internal / External

Term Tested	Result	Target	HRMG 4900 % of students with final grade \geq 85%
201310	74	80	
201410	69	80	
201510	72	80	
201610	58	80	

BCIT[™] School of Business - Learning Outcomes Report





International Business Management - Supply Chain Diploma

Learning Outcome: Conduct a real situation consulting project.

Metric: Demonstrated by the % of students with a project mark of $\geq 80\%$ in TDMT 4411.

Target: 80%

Type: Summative Internal / External

Term Tested	Result	Target	TDMT 4411 % of students with project mark $\geq 80\%$
201310	76	80	
201410	78	80	
201510	89	80	
201610	72	80	

BCIT[™] School of Business - Learning Outcomes Report

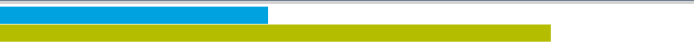




International Business Management - Supply Chain Diploma

Learning Outcome: Students will determine optimal transport mode, arrange shipments & shipment documents between Canada and any major destination in world.

Metric: Demonstrated by the % of students with a project grade of $\geq 80\%$ in TDMT 4315.

Target: 80%

Type: Summative Internal

Term Tested	Result	Target	TDMT 4315 % of students with project mark $\geq 80\%$
201310	39	80	
201410	100	80	
201510	100	80	
201610	100	80	
201710	75	80	

BCIT[™] School of Business - Learning Outcomes Report





International Business Management Diploma

Learning Outcome: Conduct a marketing study that develops a concept or develops a market penetration strategy.

Metric: Demonstrated by the % of students with a project mark of $\geq 80\%$ in TDMT 4411.

Target: 80%

Type: Summative Internal / External

Term Tested	Result	Target	TDMT 4411 % of students with project mark $\geq 80\%$
201310	80	80	
201410	68	80	
201510	63	80	
201610	73	80	

BCIT[™] School of Business - Learning Outcomes Report

Marketing Management - Communications

Learning Outcome: Demonstrate ability to develop a comprehensive marketing and/or promotion campaign with real world constraints.

Metric: Shown through percentage of term project marks achieving a score of $\geq 80\%$ (MKTG 4415).

Target: 15%

Type: Summative Internal

Term Tested	Result	Target	MKTG 4415 Term Project Mark - % of students $\geq 80\%$
201610	32	15	

BCIT School of Business - Learning Outcomes Report

Marketing Management - Communications

Learning Outcome: Demonstrate ability to develop basic sales promotion strategies and tactics for manufacturers and retailers.

Metric: Shown through percentage of students achieving average exam marks $\geq 80\%$ in MKTG 3317.

Target: 15%

Type: Summative Internal

Term Tested	Result	Target	MKTG 3317 - % students with average exam mark $\geq 80\%$
201730			

* New learning outcome starting 2017.

BCIT[™] School of Business - Learning Outcomes Report





Marketing Management - Communications

Learning Outcome: Group collaboration ability.

Metric: Determined by alumni in government survey results.

Target: 85%

Type: Summative External

Term Tested	Result	Target	Marketing Communications - KPI Results - Group Collaboration
201310	94	85	
201410	94	85	
201510	98	85	
201610	93	85	

BCIT[™] School of Business - Learning Outcomes Report





Marketing Management - Entrepreneurship

Learning Outcome: Demonstrate marketing consulting ability.

Metric: Shown through percentage of consulting projects achieving a score of 80% + (MKTG 4418).

Target:

Type: Summative Internal

Term Tested	Result	Target	MKTG 4418 % of students with project mark \geq 80%
201310	36		
201410	45		
201510	49		
201610	35		

BCIT[™] School of Business - Learning Outcomes Report





Marketing Management - Entrepreneurship

Learning Outcome: Group collaboration ability.

Metric: Determined by alumni in government survey results.

Target: 85%

Type: Summative External

Term Tested	Result	Target	Marketing Entrepreneurship - KPI Results - Group Collaboration
201310	96	85	
201410	97	85	
201510	90	85	
201610	93	85	

BCIT[™] School of Business - Learning Outcomes Report





Marketing Management - Professional Sales

Learning Outcome: Demonstrate marketing consulting ability.

Metric: Shown through percentage of consulting projects achieving a score of 80% + (MKTG 4418).

Target:

Type: Summative Internal

Term Tested	Result	Target	MKTG 4418 % of students with project mark \geq 80%
201310	36		
201410	45		
201510	49		
201610	35		

BCIT[™] School of Business - Learning Outcomes Report





Marketing Management - Professional Sales

Learning Outcome: Group collaboration ability.

Metric: Determined by alumni in government survey results.

Target: 85%

Type: Summative External

Term Tested	Result	Target	Marketing Professional Sales - KPI Results - Group Collaboration
201310	96	85	
201410	100	85	
201510	97	85	
201610	94	85	

BCIT[™] School of Business - Learning Outcomes Report





Marketing Management - Real Estate

Learning Outcome: Demonstrate marketing consulting ability.

Metric: Shown through percentage of consulting projects achieving a score of 80% + (MKTG 4418).

Target:

Type: Summative Internal

Term Tested	Result	Target	MKTG 4418 % of students with project mark \geq 80%
201310	36		
201410	45		
201510	49		
201610	35		

BCIT[™] School of Business - Learning Outcomes Report





Marketing Management - Real Estate

Learning Outcome: Group collaboration ability.

Metric: Determined by alumni in government survey results.

Target: 85%

Type: Summative External

Term Tested	Result	Target	Marketing Real Estate - KPI Results - Group Collaboration
201310	100	85	
201410	100	85	
201510	100	85	
201610	100	85	

BCIT[™] School of Business - Learning Outcomes Report





Marketing Management - Tourism

Learning Outcome: Demonstrate marketing consulting ability.

Metric: Shown through percentage of consulting projects achieving a score of 80% + (MKTG 4418).

Target:

Type: Summative Internal

Term Tested	Result	Target	MKTG 4418 % of students with project mark \geq 80%
201310	36		
201410	45		
201510	49		
201610	35		

BCITTM School of Business - Learning Outcomes Report




Marketing Management - Tourism

Learning Outcome: Group collaboration ability.

Metric: Determined by alumni in government survey results.

Target: 85%

Type: Summative External

Term Tested	Result	Target	Marketing Tourism - KPI Results - Group Collaboration
201310	95	85	
201410	100	85	
201510	92	85	
201610	97	85	