Academic Program Outcomes and Assessment Plan
Automotive Industry Management
Colorado State University – Pueblo
Spring 2016
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1. AIM Department Mission

The major in Automotive Industry Management (AIM) leads to a Bachelor of Science (BS) Degree and is designed to prepare its students for automotive industry management careers by providing automotive management skills, supported by the business and technical background requisite for success in the automotive industry. The curriculum emphasizes personnel supervision, financial analysis, customer relations, warranty administration, sales promotion, and techniques of technical problem-solving, service management, marketing, merchandising and distribution methods used by the automotive aftermarket, automotive manufacturer and import industries.

2. Student Learning Outcomes for AIM

Students in the AIM Program will be able to:

1. Analyze financial profitability, efficiency and productivity of an automotive industry business.

2. Manage and implement retail inventory control systems.

3. Demonstrate knowledge and ability to apply automotive industry health, safety, and environmental regulations.

4. Demonstrate critical thinking and problem solving skills in the diagnosis and service of automotive systems.

5. Demonstrate professional writing and oral presentation skills.

6. Demonstrate employment seeking skills required to obtain an entry level management position in the automotive industry.

3. Assessment of AIM Program Outcomes

The AIM Curriculum Map details the specific courses and types of assessment used for each student learning outcome (SLO). The SLO are measured and assessed through coursework such as: case study reports, resume development, letters of interest, videos of presentations, professional writing and oral exams, inventory control methods and safety assessment report.

The student learning outcomes are communicated through syllabus statements, the university catalog and the AIM website.

Assessment Cycles, Analysis, Reporting and Improvement

- The AIM faculty will continuously evaluate Student Learning Outcomes for assessment cycles.

- Employer surveys will be collected every three years.

- The AIM Advisory Committee will meet annually to review the program and hold an open forum discussion for AIM students.

- Graduating students will complete an exit survey every year.

- Assessment materials for SLO review will be collected yearly, (except the employer survey) on the following schedule:

  Year 2016
          Case Study Report Review SLO #1
          Review of Student Presentation SLO #3
          Student Exit Survey (Spring 2016)

  Year 2017   **Review of Technical Assessment Exam SLO #4**
          Employer Survey (Fall 2013) SLO #6
          Student Exit Survey (2014)

  Year 2018   Review of Business Contact & Case Study Report SLO #2
          Review of Written Essay SLO #5
          Student Exit Survey (2015)

Student Learning Outcome (SLO) #1 will be addressed several times in required AIM courses as shown in Table 1. The Case Study Report will be evaluated against a specific rubric to evaluate the effectiveness, comprehension and competence level. Expect at least 80 percent of the student case reports to be at least a 2 on a scale of 3. The results will be shared with the AIM faculty and others involved in AIM Assessment during the cycle year. Upon the evaluation of the SLO any changes or updates will be discussed and if necessary revision will be implemented to the AIM Assessment Plan.

Student Learning Outcome (SLO) #3 will be addressed several times in required AIM courses as shown in Table 1. Review of Student Presentations will be evaluated against a specific rubric to evaluate the effectiveness, comprehension and competence level achieved. Expect at least 80 percent of the student presentations to be at least a 3 on a scale of 4. The results will be shared with the AIM faculty and others involved in AIM Assessment during the cycle year. Upon the evaluation of the SLO any changes or updates will be discussed and if necessary revision will be implemented to the AIM Assessment Plan.

Student Learning Outcome (SLO) #4 will be addressed several times in required AIM courses as shown in Table 1.
Review of a technical evaluation exam will be evaluated against a specific rubric to evaluate the effectiveness, comprehension and competence level. The results will be shared with the AIM faculty and others involved in AIM Assessment during the cycle year. Upon the evaluation of the SLO any changes or updates will be discussed and if necessary revision will be implemented to the AIM Assessment Plan.

Student Learning Outcome (SLO) #6 will be addressed several times in required AIM courses as shown in Table 1. Employment seeking skills and Employer Survey will be evaluated against a specific rubric and information obtained from a survey of prospective employers of AIM students. The results will be shared with the AIM faculty and others involved in AIM Assessment during the cycle year. Upon the evaluation of the SLO any changes or updates will be discussed and if necessary revision will be implemented to the AIM Assessment Plan.

Student Learning Outcome (SLO) #2 will be addressed several times in required AIM courses as shown in Table 1. The Business Contact and Case Study Report will be evaluated against a specific rubric to evaluate the effectiveness, comprehension and competence level. The results will be shared with the AIM faculty and others involved in AIM Assessment during the cycle year. Upon the evaluation of the SLO any changes or updates will be discussed and if necessary revision will be implemented to the AIM Assessment Plan.

Student Learning Outcome (SLO) #5 will be addressed several times in required AIM courses as shown in Table 1. Presentations, technical reports and essays will be evaluated against a specific rubric to evaluate the effectiveness, comprehension and competency level. The results will be shared with the AIM faculty and others involved in AIM Assessment during the cycle year. Upon the evaluation of the SLO any changes or updates will be discussed and if necessary revision will be implemented to the AIM Assessment Plan.

4. **Expected Graduation Requirements:**

    o   AIM majors are required to complete an approved curriculum with a minimum grade of C (2.00) earned in all courses having an AIM prefix;

    o   AIM majors are required to demonstrate intellectual skills and knowledge in related business courses to satisfy the minor and institutional requirements;

    o   AIM minors are required to complete the approved curriculum with a minimum grade of C (2.00) earned in all courses having an AIM prefix

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Table 1: AIM Curriculum Map

Student Learning Outcomes	AIM 105	AIM 115	AIM 125/L	AIM 155	AIM 165/L	AIM 235/L	AIM 245/L	AIM 255/L	AIM 265	AIM 305	AIM 325	AIM 335	AIM 345	AIM 405	AIM 425
1. Analyze financial profitability, efficiency and productivity of an automotive industry business				*					hw bc we						nb bc we
2. Manage and implement retail inventory control systems				*					bc nb we						
3. Demonstrate knowledge and ability to apply automotive industry health, safety, and environmental regulations										p nb cr					
4. Demonstrate critical thinking and problem solving skills in the diagnosis and service of automotive systems		t	t		t	t	t q	t q					t q		
5. Demonstrate professional writing and oral presentation skills							we ox	we ox				nb a	we ox		
6. Demonstrate employment seeking skills required to obtain an entry level management position in the automotive industry				*					*					a p bc p t	

Key:
a = assignment   bc = business contacts   cr = case report   hw = homework   nb = notebooks   o = observation

p = presentation   t = tests   q = quizzes   we = written essay   ox = oral exam   * = development of SLO