

	A	B	C	D	E	F
1	Spring 2012 SLO Assessments (For Spring 2012 Report)					
2	Title	1) Outcome to be assessed	2) Means of assessment and criteria of success	3) Summary of data collected	4) Analysis of data	5) Plan of action/what to do next
9	VBUS-097 Introduction to Personal Commerce on the Internet	<p>1. The student will be able to identify several secure online vendors.</p> <p>2. The student will be able to search for and locate items of interest for purchase.</p> <p>3. The student will be able to describe methods to improve security in online transactions (i.e., sensitive information, payment options, etc.).</p>	<p>•Submit a printout of a webpage comparing costs of a selected item from a variety of online vendors with a notation of which vendors would likely be the best for the purchase. Printout will be accompanied by a brief written description of the rationale for selecting the chosen vendor, and should address at minimum:</p> <ul style="list-style-type: none"> ◦Price ◦Reputation of Vendor ◦Customer Reviews / Ratings <p>•Submit a printout demonstrating that the student has created an account on eBay. (Student is not expected to purchase or sell any item).</p> <p>•Write / submit a description (at least two paragraphs) of how to sell an item on the internet. Include discussion of security, marketing, and payment processing.</p>	<p><u>Spring 2012</u></p> <p>3 SLOs combined 44 students assessed; 18 passed</p>	<p>Spring 2012</p> <p>41% passing rate</p>	<p>Continue to integrate social media to encourage greater interaction between/among students and faculty. We will review individual units to see where students need additional help.</p>