

CURRICULUM IMPROVEMENTS PREPARE STUDENTS FOR BUSINESS ENVIRONMENT

Through feedback from the Management and Marketing Professional Advisory Board, the coordinator learned there was a need to focus on preparing students to use spreadsheet software in the workplace. Spreadsheet assignments were integrated into several program courses to increase students' expertise and comfort-level using this software. As a result, students are meeting employers' expectations in this area and are well prepared when they graduate. Lake Land College was ranked 28th in the nation, and second in Illinois, for production of Sales (General), Merchandising and Related Marketing Operations Associate Degrees.

Professional Advisory Councils are utilized as an important part of the assessment process at Lake Land College. This professional group is comprised of district and regional experts in specific fields or industries who provide valuable input into the college's programs of study.

#2

in Illinois & #28 in the U.S.

TOP PRODUCER

of associate degrees in

**SALES, MERCHANDISING
& RELATED MARKETING
OPERATIONS**



WHAT IS ASSESSMENT?

Assessment is essentially what students should know, value, or be able to do upon the completion of a unit of study, course, program, and/or interaction with an institutional department at a particular point and time. In other words, "Are students learning? How do we know?"

ASSESSMENT LEADS TO WELL PREPARED GRADUATES

Graduates of the Lake Land College Business Division are professional and prepared whether they are entering the workforce upon graduation or transferring to a four-year college. With a host of hands-on experiences and critical thinking course assignments, graduates seamlessly transition to the next level and stand out when applying and interviewing for jobs.

Lake Land College demonstrates a commitment to educational

achievement and improvement through ongoing assessment of student learning through the Higher Learning Commission Accreditation and assessment processes. As we assess the student learning experience through each component of the process, we continuously make necessary changes and alter plans of action to ensure that every student at Lake Land College is Workforce Ready or Transfer Ready upon graduation.

**TOP
10**
IN THE NATION
**Health Information
& Medical Coding**
was placed in the top 10
programs in the nation!
- BestColleges.com

LAKE LAND
COLLEGE