

**COURSE ASSESSMENT REPORT**

**I. Background Information**

1. Course assessed:  
 Course Discipline Code and Number: **BMG140**  
 Course Title: **Introduction to Business**  
 Division/Department Codes: **BCT Division, Business (BUSD) Dept. 13200**

2. Semester assessment was conducted (check one):

- Fall 20\_\_
- Winter 2011**
- Spring/Summer 20\_\_

3. Assessment tool(s) used: check all that apply.

- Portfolio
- Standardized test
- Other external certification/licensure exam (specify):
- Survey
- Prompt
- Departmental exam
- Capstone experience (specify):
- Other (specify):

4. Have these tools been used before?

- Yes
- No

If yes, have the tools been altered since its last administration? If so, briefly describe changes made.

**No, the tool has not been altered since the last administration.**

5. Indicate the number of students assessed and the total number of students enrolled in the course.

**110 students were assessed. 6 sections, including 1 DL.**

6. If all students were not assessed, describe how students were selected for the assessment. *(Include your sampling method and rationale.)*

**Sections were included based on the ability for part-time instructors to participate and include the exam in their schedule. All PT and FT instructors were asked. The one FT instructor participated and four PT instructors participated.**

**II. Results**

1. Briefly describe the changes that were implemented in the course as a result of the previous assessment.

**No changes were made from the last assessment. Instructors were very pleased with the tool and the outcome. Changes have been made to teaching strategies (not related to previous assessment). These changes will be discussed in the strengths/weaknesses section.**

2. List each outcome that was assessed for this report exactly as it is stated on the course master syllabus. *(You can copy and paste these from CurricUNET's WR report.)*

- a. **Recognize how businesses are formed, how they operate and how they serve their stakeholders.**
- b. **Identify the functions of business and how they work together to meet organizational goals.**
- c. **Recognize different careers associated with each functional area of business.**

3. For each outcome that was assessed, indicate the standard of success exactly as it is stated on the course master syllabus. *(You can copy and paste these from CurricUNET's WR report.)*

- a. **70% of all students will earn 70% or higher total score. (all outcomes)**

*done 2/17/12*  
*logged 12/16/11 sjv*

**COURSE ASSESSMENT REPORT**

4. Briefly describe assessment results based on data collected during the course assessment. Indicate the extent to which students are achieving each of the learning outcomes listed above and state whether the standard of success was met for each outcome. *In a separate document, include a summary of the data collected and any rubrics or scoring guides used for the assessment.*

**INCLUDED**

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in the assessment results. *(This should be an interpretation of the assessment results described above and a thoughtful analysis of student performance.)*

**Strengths:** Students performed consistently well on most basic definition questions.

**Weaknesses:** Overall, the performance did not meet the standard and many individual questions/concepts were below average.

**III. Changes influenced by assessment results**

1. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses. *(If students met all expectations, describe your plan for continuous improvement.)*

**Increase communication among instructors about content focus and supplement content that is not currently covered in current book. We recently created a binder with resources for all instructors teaching this course because the instructors change often and there are a large number of part-timers. We need to create a one-page document highlighting topics from the master syllabus as well as those that are not covered in new text. These topics are still important to the course and are included on the master syllabus (i.e. personal finance and credit management). The course is taught by more part-timers than in the past because of retirements.**

**The department has been focusing more on student-centered learning and teaching strategies that engage students in real-world scenarios. While these are great strategies, we need to make sure that they are all executed in a way that continues to review/integrate terms and connect them through application. There have also been a dramatic change in the demographics and preparedness of students because of economic shifts. We need to make sure that quiz questions and assignments include higher order questions consistently throughout the semester and reflections/connections of activities. Finally, we need to review the wording and structure of the tool as the book has changed and the approach of the assessment tool may not match the way the terms and ideas are presented. A review of the assessment tool will take place with a group of instructors currently teaching the course.**

2. Identify intended changes that will be instituted based on results of this assessment activity (check all that apply). Please describe changes and give rationale for change.

a.  Outcomes/Assessments on the Master Syllabus  
Change/rationale:

b.  Objectives/Evaluation on the Master Syllabus  
Change/rationale:

c.  Course pre-requisites on the Master Syllabus  
Change/rationale:

d.  1<sup>st</sup> Day Handouts  
Change/rationale:

e.  Course assignments  
Change/rationale:

COURSE ASSESSMENT REPORT

f.  Course materials (check all that apply)

- Textbook
- Handouts
- Other:

g.  Instructional methods

Change/rationale:

h.  Individual lessons & activities

Change/rationale:

3. What is the timeline for implementing these actions? **Winter 2012 and Fall 2012**

IV. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this course.

**The tool will be reviewed and adjusted for terms and consistency.**

2. If the assessment tools were not effective, describe the changes that will be made for future assessments.

3. Which outcomes from the master syllabus have been addressed in this report?

All   X   Selected       

If "All", provide the report date for the next full review: \_\_\_\_\_

If "Selected", provide the report date for remaining outcomes: \_\_\_\_\_

Submitted by:

Print: Kimberly Huens Faculty/Preparer Signature: [Signature] Date: 12/11/11

Print: Colette Young Department Chair Signature: [Signature] Date: 12/14/11

Print: Rosemary Wilson Dean/Administrator Signature: [Signature] Date: 12/13/11

**COURSE ASSESSMENT REPORT**

**I. Background Information**

1. Course assessed:

Course Discipline Code and Number: BMG 140  
 Course Title: Introduction to Business  
 Division/Department Codes: BCT/BusD

2. Semester assessment was conducted (check one):

- Fall 2006\_
- Winter 20\_
- Spring/Summer 20\_\_

3. Assessment tool(s) used: check all that apply.

- Portfolio
- Standardized test
- Other external certification/licensure exam (specify):
- Survey
- Prompt
- Departmental exam
- Capstone experience (specify):
- Other (specify):

4. Have these tools been used before?

- Yes
- No

If yes, have the tools been altered since its last administration? If so, briefly describe changes made.

5. Indicate the number of students assessed/total number of students enrolled in the course.

168 students tested in 11 of 12 sections. Enrollments as of the WCC Sept. 2006 drop/add date had been 302.

6. Describe how students were selected for the assessment.

All in Sections 1-11, & DL1 & DL2. Sec. 1,4,5,6,8,9,10 paper test. Sec. 2,3,7, DL1 & DL2 on Blackboard.  
 Did not assess Section 11C (Milan Prison)

**II. Results**

1. Briefly describe the changes that were implemented in the course as a result of the previous assessment.  
 None. This is the first assessment done under current structures.

2. State each outcome (verbatim) from the master syllabus for the course that was assessed.

1. Understand business formation, operation, and stakeholders. 2. Use business terms and concepts well.

3. Briefly describe assessment results based on data collected during the course assessment, demonstrating the extent to which students are achieving each of the learning outcomes listed above. **Please attach a summary of the data collected.** Departmental multiple choice test designed by 3 FT faculty—CB,JF,KH.

Sec. 1= 59%; 2,3,7 & DL1&2 average = 73%; 4= 73%; 5=66%; 6=75%; 8=75%; 9=75%; 10C=65%

4. For each outcome assessed, indicate the standard of success used, and the percentage of students who achieved that level of success. **Please attach the rubric/scoring guide used for the assessment.**

Test scores for the 11 sections averaged 70% pers section; test scores averaged 71% per student..

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in assessment results.

Strengths: Scores averaged 71%, well above a passing grade for this Introduction to Business course.

Weaknesses: Part-time sections need more support. They averaged 62%

COURSE ASSESSMENT REPORT

III. Changes influenced by assessment results

1. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses.

Continued emphasis on student knowledge of core materials. More support for part-timers.

2. Identify intended changes that will be instituted based on results of this assessment activity (check all that apply). Please describe changes and give rationale for change.

a. [ ] Outcomes/Assessments on the Master Syllabus

Change/rationale:

b. [ ] Objectives/Evaluation on the Master Syllabus

Change/rationale:

c. [ ] Course pre-requisites on the Master Syllabus

Change/rationale:

d. [ ] 1st Day Handouts

Change/rationale:

e. [x] Course assignments

Change/rationale: More support for part-timers. Greater sharing among faculty.

f. [x] Course materials (check all that apply)

[ ] Textbook

[x] Handouts

[ ] Other: More support for part-timers. Greater sharing among faculty.

g. [ ] Instructional methods

Change/rationale:

h. [ ] Individual lessons & activities

Change/rationale:

3. What is the timeline for implementing these actions? Fall 2007 to Winter 2008.

IV. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this course.

2. If the assessment tools were not effective, describe the changes that will be made for future assessments.

3. Which outcomes from the master syllabus have been addressed in this report?

All \_\_\_\_\_ Selected \_\_\_\_\_

If "All", provide the report date for the next full review: Fall 2009 \_\_\_\_\_.

If "Selected", provide the report date for remaining outcomes: \_\_\_\_\_.

Submitted by:

Name: WILLIAM GRIMES / [Signature] Date: 1/22/07

Department Chair: STEVEN ENNES / [Signature] Date: 1/22/07

Dean: [Signature] Date: 3/8/07