

**Eastern West Virginia Community and Technical College
COURSE ASSESSMENT REPORT (Blackboard Data)**

Course Title and Number: BUS 101 – Introduction to Business	Academic Term and Year of Assessment Activity (Ex: Fall, 2014): Fall 2020
Report Submitted By: Shirley Murphy	Number of Students Assessed: 19 (2 students withdrew from the original 21 students initially registered for the course)
Date Report Submitted: 04//05/2021	Number of Sections Included: 1
Course Delivery Format (list all modalities used in sections assessed. Ex: web based, VDL, traditional section, hybrid course, etc.): Initially this course was comprised of two sections, one section online and one section face-to-face. However, because of the impact of changes necessitated by COVID-19, both sections were merged into one online section.	

Course Role in the Curriculum

Provide a description of the role the course serves in the curriculum (i.e. general education requirement, program technical core, restricted elective, etc.). Note all as appropriate.

This is a core course for the AAS in Business Management, Accounting, Information Technology, and the CAS in Accounting, and the CAS in Computer Applications Specialist. This course also serves as an elective in the CAS for Business Management and Administrative Support Technology.

Previous Assessment Reports and Results

Date of Previous Assessment: Fall 2018

List of Outcomes Not Met: The outcomes of this course were modified after 2016. This course had thirty-six outcomes in 2016. These were revised and reduced to six current outcomes to streamline the assessment process.

All six course outcomes were met during the Fall 2018 course. The performance target was set at 75.0% for all outcomes. The performance range was +/- 5%. In Fall 2020, this course had a course average of 86.4% overall.

However even though all course outcomes were met, deeper examination revealed the following results:

Outcome Number One: Demonstrate how to cultivate a business in a diverse and a global environment by discussing profits, risk taking, role of economy, and ethical and social responsibilities had a 79.3% result for its TEST category (This category included exams and quizzes.) Its overall average was 83.4%.

Outcome Number Four: Discuss human resource management and the importance of employee motivation, hiring and retaining best employees, dealing with union and employee-management issues had a 79.7% result for its TEST category. (This category included exams and quizzes.) Its overall average was 85.4%.

While the results of Outcome Number One 79.3% and Outcome Number Four 79.7% surpassed the accepted 75.0% standard, the results indicated improvement could be achieved with modifications to the exams and quizzes used in this course.

Summary of Actions Taken to Address Unmet Learning Outcomes: Append additional pages if necessary. If appending, include notation in box to “See attached”.

While all stated course outcomes were met above the 75.0% standard, there is still room to improve on this to better the overall course content. As stated above, exams and quizzes used in this course will be reviewed and revised to

address the course outcomes more clearly and directly in the future.

Assessment Methods

Provide a description of the assessment process used. Include description of instrument and performance standards in description. Note all methods.

In Fall 2020, this course used the following assessment tools to examine the effectiveness of the course content that was delivered to the students:

1. Videos: Selected videos to more deeply explore various topics from each chapter's material. This required written responses from each student.
2. Critical Thinking Project: questions posed that required critical analysis by the student to achieve a correct response. This required written responses from each student.
3. Exercises: Selected exercises to develop greater understanding on various topics from each chapter's material. This required written responses from each student or correct responses to Multiple-choice or True/False questions.
4. Business Project: Exploration of real-world situations to assist development of understanding on Business actions. This required written responses from each student.
5. Homework: Multiple-choice and True/False questions to demonstrate comprehension of each chapter's material.
6. Quizzes: Multiple-choice and True/False questions to demonstrate comprehension of each chapter's material.
7. Exams: Multiple-choice, True/False questions, short answer essay responses to demonstrate retention of learned material from the previous four chapters.
8. Comprehensive Final: Covered the entire course content of the semester through Multiple-choice and True/False questions and written responses to essay style questions.

A standard grading scale was applied to each assignment 90-100=A, 89-80=B, 79-70=C, 69-60=D, and below 60=F.

The performance standard remained at 75.0% for this course as is indicated on the Assessment Results: Course Overview generated by Blackboard. This report is indicated below.

This course utilized Safe-Assign for plagiarism detection on written assignments. Respondus Lock Down Browser was used for other assignments with time limits set for assignment completion.

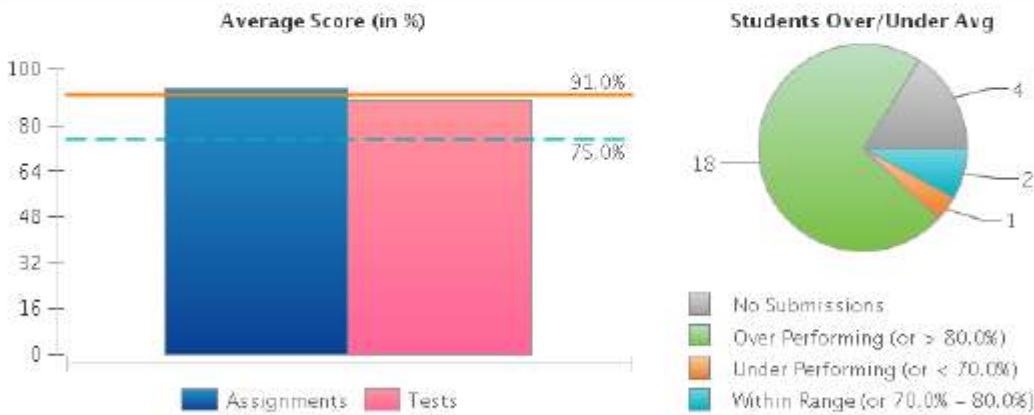
Assessment Results: Course Overview

Course Performance

Course Name	Introduction to Business
Number of Students	25
Goal/Goal Set	BUS 101
Included Categories	Goals
Report Description	This report displays information showing how a single Blackboard Learn Course performs against a selected set of goals. Performance targets and a range of acceptable performance for the course can be determined when running the report. Data includes averages for the entire course as well as break downs for individual students and goals.

Course Overview

Performance Target	Performance Range	Course Average	Median	Mode	Standard Deviation
75.0%	+/- 5% (or 70% - 80%)	91.0%	98.0%	100.0%	18.9%



	Average Score (in %)	Performance Offset	Count of Items
Assignments	93.1%	18.1%	49
Tests	88.6%	13.6%	43

* Please note if using a different minimum performance standard.

Detail By Goal						
Detail by Goal						
		Overall Average	Assignments	Tests		
Average by Type (Count)						
BUS 101 Goals						
<u>1. Demonstrate how to cultivate a business in a diverse and a global environment by discussing profits, risk taking, role of economy, and ethical and social responsibilities</u>		89.2%	90.8% (11)	87.3% (9)		
<u>2. Discuss business ownership and entrepreneurship</u>		92.0%	92.7% (8)	91.1% (5)		
<u>3. Discuss the importance of empowering employees to satisfy customers, structuring organizations and productions and operations management</u>		87.7%	87.9% (9)	87.3% (7)		
<u>4. Discuss human resource management and the importance of employee motivation, hiring and retaining best employees, dealing with union and employee-management issues</u>		94.0%	97.9% (8)	91.3% (8)		
<u>5. Discuss marketing and demonstrate knowledge of marketing plans, developing and pricing goods and services, distribution, and promotion</u>		93.3%	87.3% (8)	90.3% (11)		
<u>6. Discuss managing financial resources</u>		91.9%	94.7% (9)	89.3% (10)		
Students' grades – Pass Rate						
Final Grades	A	B	C	D	W	Pass rate including withdrawals
Number of students	13	3	3	0	2	90%

Conclusions
<p>Provide a brief summary of conclusions derived based on analysis of data. Append additional pages if necessary. If appending, include notation in box to “See attached”.</p> <p>As evidenced in the Detail by Goal assessment result presented above, all outcomes were met at 87.7% or above. In comparison, Fall 2018 all outcomes were met at 83.4% or above. This is indicative of improved course objective achievement.</p> <p>The required standard was 75% during both 2018 and 2020, Fall semesters.</p> <p>The overall course average was 91.0% in Fall 2020 as compared to 86.4% in Fall 2018. This also shows improvement to the achievement of the stated course objectives.</p> <p>The current Fall 2020 report shows improvement in the achievement of course objectives in comparison to the Assessment report result for Fall 2018. These results clearly identify the impact of review and revision of exams and quizzes as suggested in the Fall 2018 Assessment report.</p> <p>The implementation of review and revision of exams and quizzes clearly depicts the closure of the feedback loop. The following information further demonstrates this effect:</p> <ol style="list-style-type: none"> Course Outcome Number One: Demonstrate how to cultivate a business in a diverse and a global environment by discussing profits, risk taking, role of economy, and ethical and social responsibilities received an overall average of 83.4% with TESTS having a score of 79.3% in Fall 2018. In Fall 2020, these scores changed to 89.2%

Approved Assessment Committee: 4/19/2021

Approved LOT: 3/18/2019

and 87.3% respectively.

2. **Course Outcome Number Four:** Discuss human resource management and the importance of employee motivation, hiring, and retaining best employees, dealing with union and employee-management issues received an overall average of 85.4% with TESTS having a score of 79.7%. In Fall 2020, these scores changed to 94.0% and 91.3% respectively.

These results clearly depict the value of closing the feedback loop. They demonstrate that closing the feedback loop and following through on successful implementation of planned changes do result in course improvement.

Action Plan and Date for Reassessment

Identify action plan for improvement or maintaining current performance levels including outcomes identified for re-assessment, curriculum revision, LOT proposal, new or revised course activities to reinforce learning outcomes, etc. Append additional pages if necessary. If appending, include notation in box to "See attached".

Continued course improvement is essential to maintaining the quality of the delivery of the educational information in this course. To achieve this end, consistent review of questions, assignments, and other course materials will be reviewed and revised, as necessary.

Examination of periodic Blackboard reports will assist in identifying problematic course areas as well as assist in identifying the effectiveness of feedback loop closure.

The next assessment for this course is Fall 2022

Assessment Committee Recommendation/Approval (To be posted by Assessment Committee Chair)

- Approved as presented
- Approved with recommendations for future reports (Explanation Required)
- Resubmission Required. Reason for Resubmission:

Date: April 19, 2021