

Course Level Assessment

Introduction to Business BUS 101

1/30/2008

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Approved by Learner Outcomes Team: April 4, 2008

The purpose of this report is to present the methodology and findings for the course level assessment of Introduction to Business (BUS 101). Introduction to Business serves as a foundation and a required technical core course in the Business Management program. This course presents functions and structure of private business enterprise, and the roles of management, accounting, finance, and marketing in the enterprise. To assure that Introduction to Business is meeting its intended purpose in the curriculum and that students are in fact achieving the defined course learning outcomes identified on the Master Course Record Form (See Attachment A), this course was selected for a course level assessment project to discern attainment of specified learning outcomes across multiple class sections.

This course also serves as a general elective course for non-business students.

Methodology

Introduction to Business course outcomes will be assessed on a cyclical basis over three years beginning with the fall 2007 semester. Each year, a minimum of four course learning outcomes will be selected for evaluation. Dependent upon assessment findings, some outcomes will be assessed over multiple years to validate effectiveness of changes in curriculum or course materials. Exam questions addressing the target learning outcomes serve as indicators of student attainment of course learning outcomes. These exam questions are incorporated across all sections of BUS 101 during the assessment cycle. The minimum performance standard is set at 80%. At least 80% of the students completing the common indicators administered via the course examination will select the correct response. In the event that the minimum performance standard is not met, the

unmet learning outcome will be targeted for further monitoring. The results may also trigger an evaluation of course materials supporting the learning outcome, revision of course materials or further curriculum revision.

In the fall 2007 semester, four course learning outcomes were selected for assessment in Introduction to Business.

The target learning outcomes include:

Outcome 1: Define economics
Outcome 2: Define social responsibility
Outcome 3: Explain leadership styles
Outcome 4: Identify motivation theories

To assess these learning outcomes standard questions were administered and all students enrolled in this section completed the standard questions. Seven students were included in this sample. The outcomes and corresponding indicators are listed in Figure 1. Results were compiled for each indicator denoting the percent of students selecting the correct response for each indicator. Findings from the data for each outcome are presented in the results section of this report.

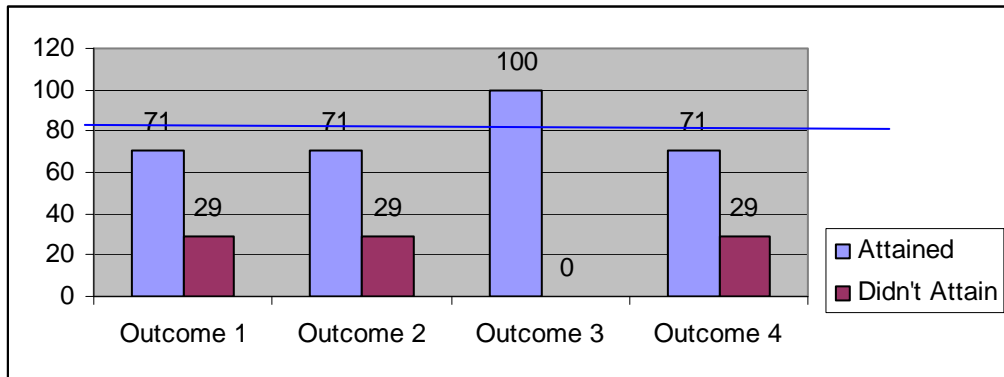
Learning Outcome	Indicator
<p>Outcome 1: Define economics</p>	<p>1. ----- is the study of how to employ resources to produce goods and services and distribute them among competing groups and individuals: A) Economics B) Capitalism C) Marketing D) Socialism Answer: A</p>
<p>Outcome 2: Define social responsibility</p>	<p>2. Corporate social responsibility describes the firm's: A) responsibility to their stock holders B) ability to plan for the unexpected C) commitment to a management training program D) concern for the welfare of society Answer: D</p>
<p>Outcome 3: Explain leadership styles</p>	<p>3. Today's progressive managers: A) usually prefer to use the autocratic style of leadership B) tend to emphasize teamwork and cooperation rather than discipline and order-giving C) face fewer challenges and problems than managers in the past D) can rely on a much higher level of worker loyalty to the organization than in the past Answer: B</p>
<p>Outcome 4: Identify motivation theories</p>	<p>4. The concept that a hierarchy of human needs could be used to explain motivation was developed by: A) Abraham Maslow B) Fredrick Taylor C) Douglas McGregor D) Fredrick Herzberg Answer: A</p>

Figure 1: Assessed Outcomes and Indicators

Results

Based on the existing data, one of the four learning outcomes was met at the minimum performance standard (See Table 1). One hundred percent of the students successfully completed the identified indicator for Learning Outcome three and seventy-one percent of the students successfully completed the identified indicator for Learning Outcomes one, two and four.

Table 1: Distribution of Performance Standards for Outcomes 1 Through 4



These four course outcomes are briefly discussed and analyzed in Introduction to Business. Understanding of teamwork has helped business students to meet outcome 3.

Conclusion and Action Plan

Students satisfactorily met the minimum performance standard established for one of the four target learning outcomes. However, it is important to note that as a pilot project, this does not establish a trend of success or failure. Additionally, the small sample size may be a factor in attainment. Course data will be collected and assessed on a continuous basis for the three year cycle to allow for assessment of more course outcomes incorporating a larger sample. More specific questions will be included in the assessment activities to measure student learning outcomes. At least eight questions focusing on eight outcomes will be used to establish patterns and obtain a broader result.

These results will be discussed with the instructor who taught this course. These results will also be presented to the instructor(s) who will teach this course in the future. More emphasis will be placed on chapters that discuss economics, social responsibility and organizational behavior. These and future assessment results will serve as the basis for determining need for course and course material revisions.

Attachment A: Master Course Record Form Introduction to Business BUS 101

**Eastern WV Community & Technical College
Master Course Record**

Course Prefix and Number: BUS 101
Course Title: Introduction to Business
Recommended Transcript Title Introduction to Business
Date Approved/Revised
Credit Hours: 3 Contact hours per week (Based on 15 week term): Lecture: 3 Lab:
Prerequisite: ENL 090 OR minimum scores for placement in college level reading courses. Corequisite: Pre/Corequisite:
Grading Mode: Letter Grade
Catalog Description: This course surveys the field of business, emphasizing the functions and structure of private business enterprise, and the roles of management, accounting, finance, and marketing in the enterprise.
Course Outcomes: <ol style="list-style-type: none">1. describe product life-cycle2. explain securities market3. define accounting4. explain management functions5. explain leadership styles6. explain global marketing opportunities7. outline marketing process8. describe production process9. identify business environment trends10. describe information technology impact11. describe business software12. define stocks13. define social responsibility14. define productivity15. define product differentiation16. define economics17. define bonds18. explain ethical behavior

<ul style="list-style-type: none"> 19. identify marketing middlemen 20. outline labor union objectives 21. list human resource planning steps 22. identify promotion mix components 23. identify product pricing strategies 24. identify organization structures 25. explain physical distribution 26. identify marketing mix components 27. identify business ownership classifications 28. identify labor-management tactics 29. identify human resource legislation 30. identify financial statements 31. identify financial resources 32. identify financial institutions 33. identify entrepreneurial attributes 34. identify economic systems 35. identify challenges in small business formation 36. identify motivation theories 25. analyze financial statements 26. calculate financial formulas 27. prepare manufacturing statement 28. calculate overhead application rates 29. calculate manufacturing costs 30. calculate equivalent finished units 31. prepare process cost entries 32. prepare job order entries 33. calculate cost allocations 34. calculate break-even point 35. prepare master budget 36. compare capital investments
Implementation Cycle: Fall
Role in College Curriculum: <ul style="list-style-type: none"> <input type="checkbox"/> General Education Core • Technical Core (Business Management) <input type="checkbox"/> Restricted Elective • General Elective
Course Fee: None
Instructor's Qualifications: Master's degree with 18 graduate level business credits
Expanded Course Description: Topics include the role of finance, accounting, technology, management, marketing, economic systems and human resource management

Signature, Title

Date

Approved by:

Dean, Academic Services

Date

**Appendix B:
Summary of Outcomes, Indicators, Performance Standards and Results**

Course Level Assessment: Fall 2007 Course Title and Number Introduction to Business BUS 101				
Learning Outcome	Indicator	Percent of Correct Responses	Percent of Incorrect Responses	Performance Standard Met (80%)
Outcome 1: Define economics	1. ----- is the study of how to employ resources to produce goods and services and distribute them among competing groups and individuals: A) Economics B) Capitalism C) Marketing D) Socialism Answer: A	71% (5)	29 (2)	Yes
Outcome 2: Define social responsibility	2. Corporate social responsibility describes the firm's: A) responsibility to their stock holders B) ability to plan for the unexpected C) commitment to a management training program D) concern for the welfare of society Answer: D	71% (5)	29% (2)	Yes
Outcome 3: Explain leadership styles	3Today's progressive managers: A) usually prefer to use the autocratic style of leadership B) tend to emphasize teamwork and cooperation rather than discipline and order-giving C) face fewer challenges and problems than managers in the past D) can rely on a much higher level of worker loyalty to the organization than in the past Answer: B	100% (7)	0% (0)	Yes

Outcome 4: Identify motivation theories	4. The concept that a hierarchy of human needs could be used to explain motivation was developed by: A) Abraham Maslow B) Fredrick Taylor C) Douglas McGregor D) Fredrick Herzberg Answer: A	71% (5)	29% (2)	Yes
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