

**Course Level Assessment
Fall 2008**

Introduction to Business BUS 101

2/5/2009

Approved by LOT March 16, 2009

Submitted by Seyed Mirkhani

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 have been 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 2008 semester, four course learning outcomes were selected for assessment in all sections of Introduction to Business. The target learning outcomes include:

Outcome 1: Identify entrepreneurial attributes
Outcome 2: Define social responsibility
Outcome 3: Explain management functions
Outcome 4: List human resource planning steps

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.

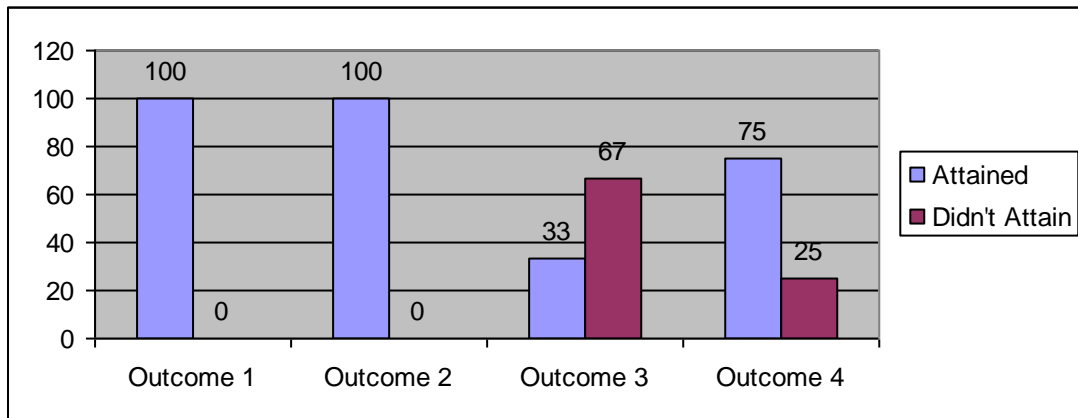
Learning Outcome	Indicator
<p>Outcome 1: Identify entrepreneurial attributes</p>	<p>1. A (n)----- is a person who owns and operates his or her own business. A) Manager B) Entrepreneur C) Private investor D) Stakeholder Answer: B</p>
<p>Outcome 2: Define social responsibility</p>	<p>2. The -----Act has proved to be the most comprehensive act of its kind in regard to ethics. A) Sherman B) Robinson-Patman C) Wheeler D) Sarbanes - Oxley Answer: D</p>
<p>Outcome 3: Explain management functions</p>	<p>3. ----- includes designing the structure of the organization and creating conditions and systems in which everyone and everything work together to achieve the organization's goals and objectives. A) Planning B) Organizing C) Controlling D) Evaluating Answer: B</p>
<p>Outcome 4: List human resource planning steps</p>	<p>4. -----is the process of determining human resource needs and then recruiting, selecting, training and developing, compensating, evaluating and scheduling employees to achieve organizational goals. A) Management B) Strategy C) Human resource management D) Leadership Answer: C</p>

Figure 1: Assessed Outcomes and Indicators

Results

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

Conclusion and Action Plan

Students satisfactorily met the minimum performance standard established for two of the four target learning outcomes. The two unmet outcomes will be included in the future course assessment. Additionally, more emphasis will be placed on the discussion of human resource management and leadership functions. 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.

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 emphases will be placed on chapters that discuss the structure of organization, and human resource management. These and future assessment results will serve as the basis for determining need for course and course material revisions.

**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-cycle 2. explain securities market 3. define accounting 4. explain management functions 5. explain leadership styles 6. explain global marketing opportunities 7. outline marketing process 8. describe production process 9. identify business environment trends 10. describe information technology impact 11. describe business software 12. define stocks 13. define social responsibility 14. define productivity 15. define product differentiation 16. define economics 17. define bonds 18. explain ethical behavior 19. identify marketing middlemen 20. outline labor union objectives 21. list human resource planning steps 22. identify promotion mix components

<ul style="list-style-type: none"> 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: <input type="checkbox"/> General Education Core <input checked="" type="checkbox"/> Technical Core (Business Management) <input type="checkbox"/> Restricted Elective <input checked="" type="checkbox"/> 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

Prepared by: Seyed Mirkhani, Academic Program Director for Business Technologies
October 30, 2006

Signature, Title

Date

Approved by:

Dean, Academic Services

Date

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

Course Level Assessment: Fall 2008				
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: Identify entrepreneurial attributes	1. A (n)----- is a person who owns and operates his or her own business. A) Manager B) Entrepreneur C) Private investor D) Stakeholder Answer: B	100% (12)	0% (0)	Yes
Outcome 2: Define social responsibility	2. The -----Act has proved to be the most comprehensive act of its kind in regard to ethics. A) Sherman B) Robinson-Patman C) Wheeler D) Sarbanes - Oxley Answer: D	100% (12)	0% (0)	Yes
Outcome 3: Explain management functions	3. ----- includes designing the structure of the organization and creating conditions and systems in which everyone and everything work together to achieve the organization's goals and objectives. A) Planning B) Organizing C) Controlling D) Evaluating Answer: B	33% (4)	67% (8)	No
Outcome 4: List human resource planning steps	4. -----is the process of determining human resource needs and then recruiting, selecting,, training and developing, compensating, evaluating and scheduling employees to achieve organizational goals. A) Management B) Strategy C) Human resource management D) Leadership Answer: C	75% (9)	25% (3)	No