

# Eastern West Virginia Community and Technical College

## COURSE ASSESSMENT REPORT

<b>Course Title and Number:</b> BUS 101 Introduction to Business	<b>Academic Term and Year of Assessment Activity</b> Summer, 2014
<b>Report Submitted By: Shirley Murphy and Seyed Mirkhani</b>	<b>Number of Students Assessed: 11</b>
<b>Date Report Submitted: 9/22/2014</b>	<b>Number of Sections Included: 1</b>
<b>Course Delivery Format (list all modalities used in sections assessed. Ex: web based, VDL, traditional section, hybrid course, etc):</b> WEB	

### 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.

The Introduction to Business course is required course for several programs including Business Management, Information Technology, Accounting and Computer Applications Specialist. The course also serves as an elective for Administrative Support Technology program.

### Assessment Methods

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

Multiple choice questions totaling 84 in number were presented as the final exam during the summer session for this course. This Course Assessment Method was valued as a 25% portion of the total course grade.

### Assessment Results

Provide a summary of results including tables/charts. Incorporate information from previous assessments as appropriate. Append additional pages if necessary. If appending, include notation in box to "See attached".

### Course Level Assessment Summary of Outcomes, Indicators and Results

Course Title and Number

Number of students in assessment sample = 15

Number of Sections in Assessment = 1

Add additional rows to table if necessary

Learning Outcomes (Insert learning outcomes assessed during this cycle)	Indicator (Insert indicators used for each outcome: exam question, scoring rubric, etc. Be specific)	Percent of Correct Responses	Percent of Incorrect Responses	Performance Standard Met (75%)* (yes or no)
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\* Please note if using a different minimum performance standard.

Outcome 26	<u>The activity that evaluates public attitudes, changes policies and procedures...</u>	100.00%		Yes
Outcome 30	<u>Which of the following is a key step in the accounting cycle?</u>	100.00%		Yes
Outcome 4	<u>The process of setting up individual functional units of the business to do s...</u>	78.58%		Yes
Outcome 17	<u>_____ involves the Fed buying and selling U.S. government securities to in...</u>	85.72%		Yes
Outcome 22	<u>In the distribution process, the largest percentage of the retail price goes to:</u>	50.00%		No
Outcome 6	<u>In an effort to protect domestic jobs, some countries will place a limit on t...</u>	85.72%		Yes
Outcome 34	<u>The presence of competition in free markets:</u>	85.72%		Yes
Outcome 13	<u>When it comes to social responsibility, some people feel that "before you can...</u>	57.15%		No
Outcome 7	<u>_____ is a system of goal setting and implementation that involves a cycle...</u>	50.00%		No
Outcome 8	<u>Which of the following is consistent with the introduction stage of the produ...</u>	64.29%		No
Outcome 20	<u>The Taft-Hartley Act:</u>	57.15%		No
Outcome 7	<u>_____ examines statistical samples of product components at each stage...</u>	78.58%		Yes
Outcome 31	<u>The cost of a firm borrowing money is called the:</u>	78.58%		Yes
Outcome 20	<u>In a union shop:</u>	85.72%		Yes
Outcome 14	<u>The theory of comparative advantage exists because:</u>	71.43%		No

Outcome 31	<u>As a factor of production, the term capital includes:</u>	85.72%	Yes
Outcome 7	<u>Compared to other promotional tools, publicity:</u>	78.58%	Yes
Outcome 20	<u>One strategy unions must adapt in order to grow in the future is to:</u>	50.00%	No
Outcome 31	<u>If a company secures a one-year bank loan it is considered _____.</u>	85.72%	Yes
Outcome 28	<u>Expectancy theory suggests that managers attempting to improve employee perfo...</u>	57.15%	No
Outcome 28	<u>The purpose of a performance appraisal is to:</u>	85.72%	Yes
Outcome 14	<u>A just-in-time inventory system allows a firm to:</u>	71.43%	No
Outcome 19	<u>A _____ is a marketing intermediary that sells products to other organiza...</u>	92.86%	Yes
Outcome 22	<u>Which of the following would be considered part of a firm's marketing mix?</u>	78.58%	Yes
Outcome 16	<u>The Fed uses _____ to regulate the money supply.</u>	42.86%	No
Outcome 7	<u>_____ is the activity, set of institutions, and processes for creating, co...</u>	85.72%	Yes
Outcome 36	<u>According to Herzberg's views, which of the following strategies would be mos...</u>	71.43%	No
Outcome 30	<u>The three important financial statements prepared by accountants are:</u>	92.86%	Yes
Outcome 30	<u>The _____ is an accounting statement that reports the financial conditio...</u>	85.72%	Yes
Outcome 30	<u>The first step in the financial planning process is:</u>	78.58%	Yes
Outcome 24	<u>Operations management planning does not include decisions about:</u>	71.43%	No
Outcome 17	<u>A Bond's face value is the same as its:</u>	57.15%	No
Outcome 14	<u>For many types of service organizations such as hospitals, banks and airlines...</u>	28.58%	No
Outcome 13	<u>Environmental quality is considered to be a public good. This means that:</u>	14.29%	No
Outcome 24	<u>An organization with only a few layers of management is known as a(n):</u>	85.72%	Yes

Outcome 16	<u>A rapid increase in the money supply may lead to a(n):</u>	85.72%	Yes
Outcome 8	<u>The cost of raw materials used to produce a good or service represent the fir...</u>	57.15%	No
Outcome 27	<u>Which of the following is an advantage of a partnership?</u>	85.72%	Yes
Outcome 1	<u>The stages of the product life cycle are:</u>	85.72%	Yes
Outcome 26	<u>A firm that uses _____ segmentation divides a market into groups based ...</u>	85.72%	Yes
Outcome 7	<u>Firms that adopt a relationship marketing strategy attempt to:</u>	85.72%	Yes
Outcome 9	<u>Which of the following statements about cultural differences in the workplace...</u>	57.15%	No
Outcome 4	<u>Tactical planning is concerned with:</u>	85.72%	Yes
Outcome 35	<u>After personal savings, the next largest source of capital for entrepreneurs ...</u>	57.15%	No
Outcome 24	<u>In traditional organizations, _____ involves giving explicit instructi...</u>	50.00%	No
Outcome 24	<u>_____ refer to those functions that an organization does as well as, or ...</u>	64.29%	No
Outcome 33	<u>Which of the following policies would tend to foster entrepreneurship?</u>	57.15%	No
Outcome 16	<u>A significant decrease in the money supply tends to:</u>	71.43%	No
Outcome 24	<u>Which of the following should form the foundation of a firm's control system?</u>	50.00%	No
Outcome 17	<u>A _____ represents a long-term debt obligation issued by a corporation or...</u>	85.72%	Yes
Outcome 13	<u>The difference between an organization's positive social contributions and it...</u>	57.15%	No
Outcome 31	<u>If a group of stockholders or management obtain all the stock of a previously...</u>	85.72%	Yes
Outcome 8	<u>Costs incurred regardless of the number of units of a product that are produc...</u>	71.43%	No
Outcome 4	<u>Logistics is concerned:</u>	71.43%	No
Outcome 24	<u>A bar graph that shows what projects or tasks are in process and how much of ...</u>	85.72%	Yes
Outcome 24	<u>Which of the following is an advantage of a matrix organization structure?</u>	64.29%	No

Outcome 30	<u>Dividends are paid out of a corporation's:</u>	64.29%	No
Outcome 33	<u>Successful entrepreneurial teams:</u>	78.58%	Yes
Outcome 7	<u>_____ refers to any paid, non-personal communication through various medi...</u>	85.72%	Yes
Outcome 6	<u>_____ is the use of government regulations to limit the import of goods...</u>	85.72%	Yes
Outcome 16	<u>A simple supply curve shows a relationship between the:</u>	57.15%	No
Outcome 30	<u>The overall objective of financial planning is to:</u>	50.00%	No
Outcome 6	<u>A favorable balance of trade occurs when the value of:</u>	71.43%	No
Outcome 27	<u>Compared to partnerships and sole proprietorships, a major advantage of the C...</u>	50.00%	No
Outcome 7	<u>A promotional campaign begins by:</u>	71.43%	No
Outcome 29	<u>_____ is the process of evaluating human resource needs and then recr...</u>	78.58%	Yes
Outcome 4	<u>One of the four primary functions of management is:</u>	78.58%	Yes
Outcome 16	<u>The standard of living for a nation's people depends mainly on:</u>	92.86%	Yes
Outcome 27	<u>_____ represents the most basic form of company ownership and includes v...</u>	92.86%	Yes
Outcome 26	<u>Taken together, all of the organizations that move goods from the sources of ...</u>	92.86%	Yes
Outcome 28	<u>_____ is the process by which representatives of a union meet with re...</u>	71.43%	No
Outcome 35	<u>Entrepreneurs seeking financial support from bankers and potential investors ...</u>	92.86%	Yes
Outcome 27	<u>The form of business ownership that usually requires the most detailed record...</u>	92.86%	Yes
Outcome 35	<u>When seeking financial backing from a venture capitalist, a small business ow...</u>	92.86%	Yes
Outcome 16	<u>If a shortage exists for a good in a free-market economy, the:</u>	92.86%	Yes
Outcome 16	<u>Economics is the study of how a society _____.</u>	92.86%	Yes
Outcome 6	<u>Efficiency in distribution systems around the world</u>	85.72%	Yes

	<u>has led to:</u>			
Outcome 30	<u>The _____ account on the Balance Sheet shows profits that the firm has reinve...</u>	78.58%	Yes	
Outcome 30	<u>Earnings per share, return on sales, and return on equity are examples of:</u>	71.43%	No	
Outcome 30	<u>The main reason an accountant would conduct a trial balance is to:</u>	85.72%	Yes	
Outcome 4	<u>Jorge Martinez hates to do performance appraisals of his subordinates because...</u>	85.72%	Yes	
Outcome 4	<u>The purpose of a(n) _____ is to evaluate an organization's progress toward...</u>	71.43%	No	
Outcome 31	<u>_____ is the function in business that is responsible for acquiring f...</u>	71.43%	No	

### Course Outcomes:

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
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

### **Conclusions and Action Plan**

**Provide a brief summary of conclusions derived based on analysis of data. Identify action plan for improvement or maintaining current performance levels. Append additional pages if necessary. If appending, include notation in box to "See attached".**

#### **Conclusions and Action Plan section:**

Out of 84 questions, 50 questions were answered by at least 75% of the students correctly and 34 questions were answered incorrectly. This exam covered 27 of the 36 course outcomes. The outcomes that were not covered in this exam as well as the outcomes that were not met (2,3,5,10,11,15,18,23 and 25) will be evaluated in fall 2014.

Additional recommendation for this courses:

Video Lectures totaling 20 in number were assigned for each student to summarize during the summer session for this course to enhance their learning. The reviews of the video summaries indicate the practice of providing video lectures and asking students to write summaries does enhance student learning. The writers of this report recommend these videos be provided to students who are taking face-to-face sections of this course in fall 2014. This practice would allow students who did not fully comprehend the face-to-face lecture to receive additional instructional approaches as provided by other instructors. This would also allow students to more thoroughly learn the course outcomes from a variety of perspectives. Although students did well in responding to multiple choice questions and writing analyzes of assigned videos, it is highly recommended the assessment instruments selected be sequenced, varied, and suited to the learners' work being assessed as this practice is specified in Specific Standard Review of 3.4 of Quality Matters.

The current textbook used for this introductory course is a popular text. It would be potentially worthwhile to explore what additional online materials the publisher provides for student learning enhancement. Additionally, students would benefit from completing end-of chapter assignments provided by the text's author.

The face-to-face section of this course assigned each student a specific public company. Students were asked to follow the stocks of the assigned company and also to research each outcome of the course as they relate to that specific company.

This approach permitted students to learn the course outcomes in a practical, real world-based manner. It would be most beneficial to utilize this approach in both the online and face-to face sections of this course. Additionally, students would significantly benefit if asked to write a report that aligned the 36 course outcomes to the practices of the assigned company.

Every year each public company files a comprehensive report with the Securities and Exchange Commission. These reports are available to the public. Asking students to review these reports and match them to the course outcomes would improve achievement of the expected course outcomes. In addition to Annual Reports, students are able to collect significant information from individual companies Web sites as well as other related Internet sites.

In fall 2014 two sections of this course are being offered to students and both courses will use the same textbook. This report will be presented to each individual course instructor and they will be asked to pilot this project. At the end of the semester, student learning outcomes/performance will be evaluated.

The College has purchased 25 copies of the latest Rubric of Quality Matters publication. It is recommended that both face-to-face and online instructors for this course receive a copy of this publication. Based on previous evaluations of this course, the rate of student satisfaction has been significantly high without regard to instructional forum. It is recommended the current instructors maintain their current instructional approaches while incorporating these new techniques to more effectively meet the required course outcomes.

Effective Date for Changes or Curriculum Proposal Submission to LOT (if recommended)	Proposed Date for Reassessment

Assessment Committee Approval (To be posted by Assessment Committee Chair)	LOT Review (To be posted by Assessment Committee Chair)
Date: 9-24-14 (SB-G)	Date: 10-20-14 Minutes