Eastern West Virginia Community and Technical College

COURSE ASSESSMENT REPORT

Course Title and Number: **Fundamentals of Ecommerce / BUS 204**	**Academic Term and Year of Assessment Activity** **Fall 2009**
Report Submitted By: **Seyed Mirkhani**	**Course Delivery Format (list all modalities used in sections assessed. Ex: web based, VDL, traditional section, hybrid course, etc.):** **Online**
Date Report Submitted: February 24, 2010	**Number of Students Assessed: 9**
Faculty Participants **Full-time Faculty:** **Adjunct Faculty:**	**Number of Sections Included: 1**

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.
Business Management General Area of Emphasis / Administrative Support Technology General Area of Emphasis.

Assessment Methods
Provide a description of the assessment process used. Include description of instrument and performance standards in description. Note all methods.
The assessment included four multiple choice questions.

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".

Outcome: Explain how to use advertising on the Web

Question
An example of a portal that is using the advertising-supported revenue model is _____.

☐ 1. Amazon

☐ 2. Barnes and Noble

☐ 3. Home Depot

☐ 4. MSN

Response Summary

Answer	Value	Frequency Distribution	
1.	0.00%	2 (15.4%)	▮
2.	0.00%	0 (0%)	ǀ
3.	0.00%	1 (7.7%)	▮
4.	**100.00%**	**10 (76.9%)**	▬▬▬

Grade Distribution Summary

Grade	Frequency Distribution	
0-10	2	▮
11-20	0	ǀ
21-30	0	ǀ
31-40	0	ǀ
41-50	0	ǀ
51-60	0	ǀ
61-70	0	ǀ

Grade	Frequency Distribution
71-80	0	
81-90	0	
91-100	7 ▭

N	Percent Answering Correctly			Discrimination	Mean	Median	Standard Deviation
	Whole Group	Upper 25%	Lower 25%				
9	77.78	100.00	33.33	66.67	77.78%	100.00%	44.10%

Outcome: Identify the applications necessary for designing and managing electronic business

Question

A(n) _____ is the part of a Web site that keeps track of selected items for purchase and automates the purchasing process.

◘ 1. trigger word

◘ 2. shopping cart

◘ 3. Market space

◘ 4. padlock

Response Summary

Answer	Value	Frequency Distribution	
1.	0.00%	0 (0%)		
2.	**100.00%**	**13 (100%)**	▬
3.	0.00%	0 (0%)		
4.	0.00%	0 (0%)		

Grade Distribution Summary

Grade	Frequency Distribution
0-10	0	
11-20	0	
21-30	0	
31-40	0	

41-50	0	▏
51-60	0	▏
61-70	0	▏
71-80	0	▏
81-90	0	▏
91-100	9	▬▬▬

N	Percent Answering Correctly			Discrimination	Mean	Median	Standard Deviation
	Whole Group	Upper 25%	Lower 25%				
9	100.00	100.00	100.00	0.00	100.00%	100.00%	0.00%

Outcome: Discuss web marketing strategies

Question
The costs of inducing customers to return to a Web site and buy again are called _____.

☐ 1. CPMs

☐ 2. acquisition costs

☐ 3. retention costs

☐ 4. conversion costs

Response Summary

Answer	Value	Frequency Distribution	
1.	0.00%	0 (0%)	▏
2.	0.00%	1 (7.7%)	▮
3.	**100.00%**	**11 (84.6%)**	▬▬▬▬
4.	0.00%	1 (7.7%)	▮

Grade Distribution Summary

Grade	Frequency Distribution	
0-10	1	▮
11-20	0	▏

21-30	0		
31-40	0		
41-50	0		
51-60	0		
61-70	0		
71-80	0		
81-90	0		
91-100	8		

N	Percent Answering Correctly			Discrimination	Mean	Median	Standard Deviation
	Whole Group	Upper 25%	Lower 25%				
9	88.89	100.00	100.00	0.00	88.89%	100.00%	33.33%

Outcome: Describe many forms of electronic business

Question

English auctions that offer multiple units of an item for sale and that allow bidders to specify the quantity they want to buy are called _____ auctions.
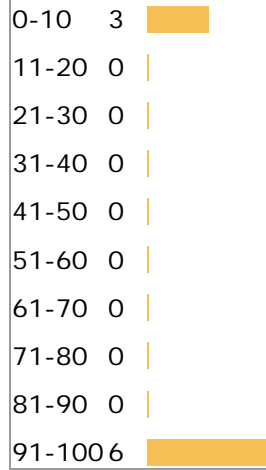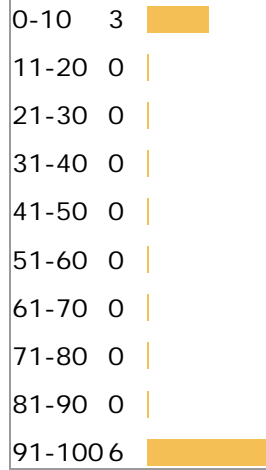
- 1. Spanish

- 2. Dutch

- 3. Australian

- 4. Yankee

Response Summary

Answer	Value	Frequency Distribution	
1.	0.00%	0 (0%)	
2.	0.00%	5 (38.5%)	
3.	0.00%	0 (0%)	
4.	**100.00%**	**8 (61.5%)**	

Grade Distribution Summary

Grade Frequency Distribution

Grade	Frequency	
0-10	3	▅
11-20	0	|
21-30	0	|
31-40	0	|
41-50	0	|
51-60	0	|
61-70	0	|
71-80	0	|
81-90	0	|
91-100	6	▅▅

N	Percent Answering Correctly			Discrimination	Mean	Median	Standard Deviation
	Whole Group	Upper 25%	Lower 25%				
9	66.67	33.33	100.00	-66.67	66.67%	100.00%	50.00%

Course Level Assessment Summary of Outcomes, Indicators and Results Course Title and Number Fundamentals of E-Commerce BUS 204 Number of students in assessment sample = 9 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 (80%)* (yes or no)
Outcome 1: Explain how to use advertising on the Web	See above	78%	22%	No
Outcome 2: Identify the applications necessary for designing and managing electronic business		100%	0%	Yes
Outcome 3: Discuss web marketing strategies		89%	11%	Yes
Outcome 4: Describe many forms of electronic business		67%	33%	No

* Please note if using a different minimum performance standard.

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".
This assessment included 100 multiple choice questions and covered more than 80% of the course outcomes. Seventy-three questions were answered correctly by at least eighty percent of the students and twenty-seven questions were answered correctly by less than eighty percent of the students. **This information will be shared with faculty teaching this course. More emphasis will be placed on the unmet outcomes.**

Effective Date for Changes or Curriculum Proposal Submission to LOT (if recommended)	Proposed Date for Reassessment
N/A	**Fall 2011**

Assessment Committee Approval (To be posted by Assessment Committee Chair)	LOT Review (To be posted by Assessment Committee Chair)
Date:3/2/10 (SB-G)	Date: 3-15-10 (SB-G)