

Eastern West Virginia Community and Technical College

COURSE ASSESSMENT REPORT

Course Title and Number: Business Management Capstone - BUS 276	Academic Term and Year of Assessment Activity: Spring 2010
Report Submitted By: Seyed Mirkhani	Course Delivery Format (list all modalities used in sections assessed): Online
Date Report Submitted: September 09, 2010	Number of Students Assessed: 8
Faculty Participants 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.

This course is intended to provide an opportunity for business students to demonstrate the integration of managerial, accounting, marketing, and other business management skills by writing a comprehensive business plan. This course is offered every semester with more than seven students taking the course.

Assessment Methods

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

The different sections of business plan which include executive summary, marketing, management and accounting are evaluated based on the outcomes of the business management program. Students must demonstrate competency in several areas including basic knowledge of business, decision making, problem-solving, and computer skills.

Outcome: Demonstrate Competency in Marketing

Almost all eight students had a good understanding of marketing; however, they did not emphasize on how to apply global technology to promote sales. Out of eight students, only two demonstrated the importance of having a web site to promote products and services outside of the local area. Approximately 75% of the students assessed proposed a form of technology to promote sales and marketing.

Outcome: Demonstrate Competency in Management

Competency in management was evaluated by how well students integrated accounting, marketing, economics, technology and other business skills to run their businesses. While the entire business plan shows the management competency in general, the management section of the business plans focused on the specific managerial skills. While all the students did well in the management section of the business plans, three were not able to relate their managerial skills to other areas of business plans.

Outcome: Demonstrate competency in Accounting

The financial section of the business plans are used to assess students' competency in accounting. In this section students are required to prepare pro forma financial statements.

Approximately 63% of the students who completed the course were able to complete the financial statements and accounting summaries accurately while 37% were able to complete partially the required accounting statements and summaries.

Outcome: Write an Executive Summary

While this is the most critical part of the business plan, approximately 75% of the students assessed completed this outcome accurately while 25% completed the executive summary; however, errors were found and later corrected.

This part of the business plan usually is used by evaluators (i.e. bankers, financing companies, and investors) as a first impression of the business plan and the student's strengths and weaknesses. It also demonstrates critical thinking and decision-making skills of the students.

Course Level Assessment Summary of Outcomes, Indicators and Results

Course Title and Number [Business Management Capstone BUS 276](#)

Number of students in assessment sample = 8

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)
Outcome 1: Demonstrate Competency in Marketing	See above	75%	25%	Yes
Outcome 2: Demonstrate Competency in Management		63%	37%	No
Outcome 3: Demonstrate competency in Accounting		63%	37%	No
Outcome 4: Write an Executive Summary		75%	25%	Yes

* 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”.

More emphasis will be placed on the unmet outcomes. This information will be shared with faculty teaching accounting, marketing, management and capstone.

The college received a grant to promote entrepreneurship. As a result, it purchased 40 licenses for business plan and marketing plan software. This fall semester the capstone students are required to utilize the

business plan software. In spring of 2011 the capstone students will be required to use both marketing and business plan software. The same software will be utilized in other business courses including marketing. Use of the business management software will provide students additional tool to enhance their business management skills.

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: 10-4-10 (SB-G)	Date: 10-18-10 (SB-G)