

**Eastern West Virginia Community and Technical College  
COURSE ASSESSMENT REPORT**

<b>Course Title and Number:</b> Business Management Internship BUS 278	<b>Academic Term and Year of Assessment Activity (Ex: Fall, 2014)</b> Spring 2020
<b>Report Submitted By:</b> Seyed Mirkhani	<b>Number of Students Assessed:</b> 5
<b>Date Report Submitted:</b> 12/07/2020	<b>Number of Sections Included:</b> 1
<b>Course Delivery Format (list all modalities used in sections assessed. Ex: web based, VDL, traditional section, hybrid course, etc.)</b> Students taking this course must secure a paid or unpaid internship and complete a minimum of 120 hours at an approved internship provider. The students explain career goals and discuss how the internship will help them reach their goals by describing the scope of work, objectives, and the internship provider’s expectations. All interns should attend a one orientation session prior to the start of the internship.	

<b>Course Role in the Curriculum</b>
<b>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.</b>
Business Management Internship (BUS 278) is intended to be a culminating experience for graduating students that provides an alternative for the Business Management Capstone (BUS 276). Business Management students enrolled in the Internship are expected to complete 120 hours of specialized work and service consisting of training and practice in a business organization. Students should take the course during their last semester prior to graduation.

<b>Previous Assessment Reports and Results</b>
<b>Date of Previous Assessment:</b> No previous assessments
<b>List of Outcomes Not Met:</b> See below
<b>Summary of Actions Taken to Address Unmet Learning Outcomes:</b> Append additional pages if necessary. If appending, include notation in box to “See attached”.
No previous assessments

<b>Assessment Methods</b>
<b>Provide a description of the assessment process used. Include description of instrument and performance standards in description. Note all methods.</b>
<b>Assessment Methods:</b>
<ul style="list-style-type: none"> <li>• Formative and summative assessments are used in the course as students discuss their career goals and submit reports.</li> <li>• Students write resumes, cover letters, research job market, and discuss their findings.</li> <li>• Students are evaluated by their employers.</li> </ul>

<b>Course Level Assessment Summary of Outcomes, Indicators and Results</b>			
Add additional rows to table if necessary			
<b>Learning Outcomes</b> (Insert learning outcomes assessed during this cycle)	<b>Indicator</b> (Insert indicators used for each outcome: exam question, scoring rubric, etc. Be specific)	<b>Percent of Correct Responses</b>	<b>Performance Standard Met (75%)*</b> (yes or no)

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<b>Outcome 1:</b> Analyze a real-world business operation	Internship Application / Portfolio - Student report	76%	Yes
<b>Outcome 2:</b> Discuss an organization's professional "workplace requirements" and how to comply with them	Internship Application / Portfolio - Student report	78%	Yes
<b>Outcome 3:</b> Explain expectations of an organization regarding attendance, dress code, attitude, skills, self-reliance, teamwork, ethics, and general professionalism	Internship Application / Portfolio - Student report – Evaluation of the intern by the employer	78%	Yes
<b>Outcome 4:</b> Relate what the internship taught about the real-world business experience in a written form	Internship Application / Portfolio - Student report – Evaluation of the intern by the employer	73	No
<b>Outcome 5:</b> Develop specific skills related to business environment	Internship Application / Portfolio - Student report – Evaluation of the intern by the employer	69%	No
<b>Outcome 6:</b> Discuss the personal lessons learned	Portfolio - Student report –	78%	Yes
<b>Outcome 7:</b> Discuss experiences that utilized knowledge acquired in program coursework	Internship Application / Portfolio - Student report – Evaluation of the intern by the employer	76%	Yes

\* Please note if using a different minimum performance standard.

<b>Assessment Results</b>
<b>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”.</b>
All five students taking this course were graduating in the spring of 2020. These students scored 73%, 69% in outcomes four and five respectively which fell below the threshold of 75%. The main reason the students underperformed was COVID19 that impacted both the employers and the interns as some employers had to revise the interns’ work schedule and allow alternative ways to help students complete their internship.

<b>Conclusion</b>
<b>Provide a brief summary of conclusions derived based on analysis of data. Append additional pages if necessary. If appending, include notation in box to “See attached”.</b>
Five of the outcomes were met. Outcomes four and five missed the threshold of 75% by two and six percentage points respectively. These outcomes fell below the threshold of 75% mainly because this was a low enrollment class and two students fell behind because of COVID 19 and as the result, the numbers

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were skewed.

**Action Plan and Date for Reassessment**

**Identify action plan for improvement or maintaining current performance levels including outcomes identified for re-assessment, curriculum revision, LOT proposal, new or revised course activities to reinforce learning outcomes, etc. Append additional pages if necessary. If appending, include notation in box to “See attached”.**

- Assess the Internship course again if more than one student registers for the course.
- Focus on outcomes four and five to make sure they meet the threshold of 75%.
- For spring 2021, encourage graduating students to take the Capstone which is an alternative course for the internship.
- Review the alignment of the internship outcomes and the NOCTI outcomes and revise the course outcomes if necessary. Incorporate the performance of the internship students in the NOCTI test as an additional assessment tool. See Appendix I. The internship application already has a LOT approved form which is aligned with the program outcomes. Review this application with the course outcomes for the purpose of aligning the course outcomes with the program outcomes. See Appendix II for the comparison.
- See Appendix III for additional information by the employers who have provided Internship to Eastern’s students.

**Next Assessment: Spring 2022**

**Assessment Committee Recommendation/Approval  
(To be posted by Assessment Committee Chair)**

- Approved as presented  
 Approved with recommendations for future reports (Explanation Required)  
 Resubmission Required. Reason for Resubmission:

**Date: 12/15/2020**

**Appendix I:**

From 2019 assessment/comparison of the students’ performance in the Internship and the Capstone:

As a part of the assessment of this course the performance of the internship students in the NOCTI test who also take the same core courses as the capstone students was reviewed to see if the core courses were the main source of students’ underperformance in the areas such as critical thinking.

**Comparison of the Capstone and the Internship students in the NOCTI test:**

While nine capstone students outperformed NOCTI’s national average by .39%, ten internship students outperformed the national average by 7.82%. There is a significant difference between the performance of the capstone students in the NOCTI test compared with the performance of the Internship students. Usually students with significant business background who work for business organizations take the

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internship while students who don't have business experience end up taking the capstone. Additionally, some of the internship students who have been very motivated in business subjects, might have skewed the numbers.

The chart below shows that the internship students outperformed the capstone students almost in all categories except communications.

	Capstone	Internship	Difference	%
Bus Mgt Technical Skills	73.32	80.65	7.33	10%
Business Mgt Subscore	79.18	89.57	10.39	13%
Bus Mgt Academic Foundations	75.20	79.99	4.79	6%
Bus Mgt Systems Subscore	74.08	91.67	17.59	24%
Ethical and Legal Responsibil	88.89	91.66	2.77	3%
Communications	77.76	77.12	-0.64	-1%
Info Tech Applications	80.01	89.33	9.32	12%
Prob Solv Critical Thinking	57.13	69.98	12.85	22%
Leadership/Teamwork	84.11	87.13	3.02	4%
Safety/Hlth/Environment	85.18	91.65	6.47	8%
Employability/Career Dev	77.78	82	4.22	5%
<b>Eastern Student NOCTI - Raw</b>	<b>77.49</b>	<b>84.92</b>	<b>7.43</b>	<b>10%</b>

Combined performance of the capstone students and internship students in the NOCTI exam:

The above table shows that the business management students can benefit from improving their critical thinking. Business courses and general education courses have be reviewed to see how critical thinking of the students can be improved. More emphasis will be placed on courses related to Employability and Business Management Systems. The above table also shows that the business students have outperformed the NOCTI's national average by 4.1%.

	National AVG	Eastern AVG	Outper - Underp	Percentage		
<b>Combined Results 19 Students</b>						
Bus Mgt Technical Skills	66.7	76.99	10.29	15.42%		
Business Mgt Subscore	81	84.37	3.37	4.17%	NOCTI Raw	78
Bus Mgt Academic Foundations	75.3	77.60	2.29	3.05%	NOCTI AVG	77.1
Bus Mgt Systems Subscore	84.6	82.87	-1.73	-2.04%	Eastern AVG	81.2
Ethical and Legal Responsibil	86.2	90.27	4.07	4.73%		
Communications	73.6	77.44	3.84	5.21%		
Info Tech Applications	77.6	84.67	7.07	9.11%		
Prob Solv Critical Thinking	67.5	63.56	-3.94	-5.84%		
Leadership/Teamwork	80.9	85.62	4.72	5.84%		
Safety/Hlth/Environment	83.5	88.41	4.91	5.88%		
Employability/Career Dev	81.7	79.89	-1.81	-2.22%		
<b>Eastern Student NOCTI -</b>	<b>78</b>	<b>81.20</b>	<b>3.15</b>	<b>4.04%</b>		

## Appendix II

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## Employer Evaluation of Student Intern

Student's name \_\_\_\_\_ Organization: \_\_\_\_\_

Internship dates (begin/end): \_\_\_\_\_

# of hours worked: \_\_\_\_\_

Please rate the intern in each category:

	Outstanding	Good	Average	Marginal	Unsatisfactory
Relationship with others on the job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge in the field of study	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to learn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attitude-Application to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dependability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judgment/Personal attributes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attendance and punctuality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communications skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional remarks: \_\_\_\_\_

Has this report been discussed with the student? Yes No

Supervisor's name and title \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

Signature (type or print) \_\_\_\_\_ Date \_\_\_\_\_

1. Basic knowledge of business organization and procedures

Outstanding	Good	Average	Marginal	Unsatisfactory	Not Relevant
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Basic knowledge of business tools including computers and other communications equipment

Outstanding	Good	Average	Marginal	Unsatisfactory	Not Relevant
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Broad understanding of the global economy and its impact on business management

Outstanding	Good	Average	Marginal	Unsatisfactory	Not Relevant
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Understanding of basic accounting principles and practices.

Outstanding	Good	Average	Marginal	Unsatisfactory	Not Relevant
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Understanding of basic management functions

Outstanding	Good	Average	Marginal	Unsatisfactory	Not Relevant
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Understanding of basic business legal and ethical principles

Outstanding	Good	Average	Marginal	Unsatisfactory	Not Relevant
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Knowledge in general education

Outstanding	Good	Average	Marginal	Unsatisfactory	Not Relevant
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Effective skills in communication, problem-solving, and decision making

Outstanding	Good	Average	Marginal	Unsatisfactory	Not Relevant
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Appendix III

Comments by the employers regarding Business Management Interns:

- [Student] is a hardworking team player. She is knowledgeable and takes pride in her work. She is truly an asset to our department.
- Willing to learn and help in anyway

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- [Student] has done a great job in the business office this semester. She has done a great job considering the multiple systems we use.
- [Student] exemplifies as good working relationship with her customers and co-workers. She is always punctual and dependent. She is knowledgeable in the business and customer service. Overall [Student] was a great employee.
- Good worker!
- [Student] possesses a high level of technical competency and is very dependable to complete any task assigned to her.
- [Student] is doing very well here at [name of the bank]. She is a pleasure to work with.
- [Student] has very good potential in her career. She has been very helpful and eager to learn about FMCSA DOT Compliance.