

Eastern West Virginia Community and Technical College

COURSE ASSESSMENT REPORT

Course Title and Number: Principles of Microeconomics – A11 ECN 202	Academic Term and Year of Assessment Activity: Spring 2013
Report Submitted By: Shirley J. Murphy MBA	Course Delivery Format (list all modalities used in sections assessed): Traditional Classroom equipped with desktop computers having Internet access
Date Report Submitted: May 20, 2013	Number of Students Assessed: 14
Faculty Participants Full-time Faculty	Number of Sections Included: One

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 presents and analyzes microeconomic principles as to their applicability to problems of public policy. Microeconomics is the study of the economic activities of individual consumers and producers or groups of individual consumers and producers known as markets, and emphasis shall be placed on the roles played by consumers and producers in the economic society. This course can stand alone as an introduction to economics or may be taken in conjunction with Principles of Macroeconomics.

This course is offered in the spring semester when the minimum required enrollment number is present.

This course serves as a technical core course or as a concentration elective course contingent upon the chosen educational pursuit of the student. Successful completion of this three-credit course will satisfy one of the aforementioned educational requirements for those students seeking a degree or certificate from the college.

Assessment Methods

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

Scenario completion through analysis and computation was used as a 30% portion of the course assessment process.

Multiple choice questions were used as a 70% portion of the course assessment process.

The following Course Level Assessment Summary includes the description of the specific instrument used as well as the corresponding percentage of performance standard achieved.

Course Level Assessment Summary of Outcomes, Indicators, and Results

Course Title and Number: A11 ECN 202 Principles of Microeconomics

Number of Students in Assessment Sample = 14

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: Analyze the production function. RE: Syllabus LO 6- 3e	Quiz 4: Question 1, Completion of a production table calculating the costs of production including total product, total cost, marginal cost, total variable and fixed costs, average fixed, variable, and total costs based on a given total product number, and total variable and fixed costs. – Scenario completion 64% (10/14) of the students were able to calculate the necessary numbers to complete the table correctly.	64%	36%	No

<p>Outcome 2:</p> <p>Analyze economic model construction.</p> <p>RE: Syllabus LO 6-3a</p>	<p>Chapter 3: Homework Questions 35 through 40 - Scenario Completion</p> <p>Students were required to identify specific movement flows and areas found on a Circular Flow Diagram and analyze what they represent under the indicated scenarios within the individual questions.</p> <p>71% (10/14) of the students successfully completed this task.</p>	71%	29%	No
<p>Outcome 3:</p> <p>Describe the Law of Supply.</p> <p>RE: Syllabus LO 6 -2b</p>	<p>Quiz Number 3, Question Number 4 – Multiple Choice:</p> <p>A schedule which shows the various amounts of a product producers are willing and able to produce at each price in a series of possible prices during a specified period of time is called _____.</p> <p>A. quantity supplied B. quantity demanded C. supply D. demand</p> <p>86% (12/14) of the students provided the correct “C” response to this question.</p>	86%	14	Yes
<p>Outcome 4:</p> <p>Explain monopoly.</p> <p>RE: Syllabus LO 6- 5j</p>	<p>Chapter 10: Question Number 5 – Multiple Choice</p> <p>Which of the following best approximates a pure monopoly?</p> <p>A. the foreign exchange market B. the Kansas City wheat market C. the diamond market D. the soft drink market</p> <p>92% (13/14) of the students correctly identified the answer to be “C”.</p>	92%	8%	Yes

* Please note if using a different minimum performance standard.

Conclusions and Action Plan

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

SUMMARY:

While the overall conclusion of this course outcome analysis indicated successful achievement of the averaged performance levels (80.25% overall) for the course outcomes, there are specific outcomes requiring improvement.

****Averaged performance level was calculated by taking the number of correct responses for all assessment questions divided by the product of the number of assessed students multiplied by the number of assessment questions.****

ACTION PLAN:

- (1). Outcomes with assessment results meeting or surpassing expected performance standards will continue to be assessed and emphasized within the course instruction period.
- (2). Outcomes with assessment results close to the acceptable performance standard will receive more attention in classroom lecture, discussion, and application, if applicable, to improve the level of outcome achievement in the future.
- (3). Outcomes with assessment results below the acceptable performance standard will receive additional classroom lecture time, more classroom demonstration and hands-on application, if applicable, and more emphasis in classroom lecture and discussion so as to improve the level of outcome achievement in the future.
- (4). Outcomes with assessment results below the acceptable performance standard will necessitate an adjustment to the course schedule to increase the class time designated to those areas to facilitate improvement in the future performance standard levels.

CONCLUSION:

The conclusion derived by this analysis indicates future assessment results will be improved through effective implementation of the indicated action plans. This information will be available for other faculty teaching this or similar courses.

Effective Date for Changes or Curriculum Proposal Submission to LOT (if recommended)	Proposed Date for Reassessment
	Spring 2015
Assessment Committee Approval (To be posted by Assessment Committee Chair)	LOT Review (To be posted by Assessment Committee Chair)
Date: July 10, 2013	Date: July 15, 2013