

**Eastern West Virginia Community and Technical College**  
**COURSE ASSESSMENT REPORT (Blackboard Data)**

<b>Course Title and Number:</b> ECN 202 – Principles of Microeconomics	<b>Academic Term and Year of Assessment Activity (Ex: Fall, 2014) Spring 2020</b>
<b>Report Submitted By</b> Shirley Murphy	<b>Number of Students Assessed:</b> 13
<b>Date Report Submitted:</b> 12/03/20	<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> Traditional face-to-face for the first half of the semester and online for the rest of the semester because of COVID-19	

**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 economic activities of individual consumers and producers known as markets. 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 ECN 201 Principles of Macroeconomics.

This course is typically offered in the fall semester when the minimum required number of students are enrolled. It is also offered as needed for student advancement toward degree or certificate completion.

This course serves as a technical core course or as a concentration elective course contingent upon the selected 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.

Principles of Microeconomics can serve as a core course for AAS in Business Management and/or an elective course for AAS in Accounting CAS in Business Management.

**Previous Assessment Reports and Results**

**Date of Previous Assessment:** Spring 2014

**List of Outcomes Not Met:** The outcomes of the course were changed and reduced to streamline the assessment of the course.

**Summary of Actions Taken to Address Unmet Learning Outcomes: Append additional pages if necessary. If appending, include notation in box to “See attached”.**

The previous report for spring 2014 indicated learning outcomes were met at 88.88%, which surpassed the required 75% threshold.

The revision of course outcomes necessitated revision of educational approaches to better address students’ needs and expectations. New explanatory Videos, more in-depth Discussion Board Topics, and revised Assignments are currently utilized.

**Assessment Methods**

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

ECN 202 Principles of Microeconomics for Spring 2020 used the following seven assessment tools in the course:

1. Discussion Board Topics – assignments required written responses identifying the students’ thoughts and understanding on a variety of Microeconomic topics covered within the chapter material
2. Problems – required computation and demonstration of the students’ understanding of the more complex in-depth mathematics found in Microeconomics

3. Exercises – some required written responses while some utilized true/ false or multiple-choice questions that demonstrated the students’ understanding of important Microeconomic concepts
4. Homeworks - assignments utilized true/false and multiple-choice questions to reflect the level of the students’ understanding of Microeconomic concepts
5. Quizzes - assignments utilized true/false and multiple-choice questions to reflect the level of the students’ understanding of Microeconomic concepts
6. Video assignments - assignments required written responses identifying the students’ thoughts and understanding on a variety of Microeconomic topics covered within the chapter material
7. Tests/Comprehensive Final Exam - assignments utilized true/false and multiple-choice questions to reflect the level of the students’ understanding of various Microeconomic concepts

Students used Blackboard to receive assignment delivery and for assignment submission within this ECN 202 Principles of Microeconomics course.

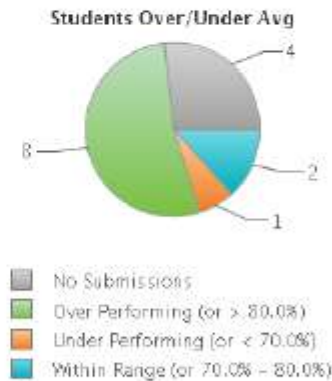
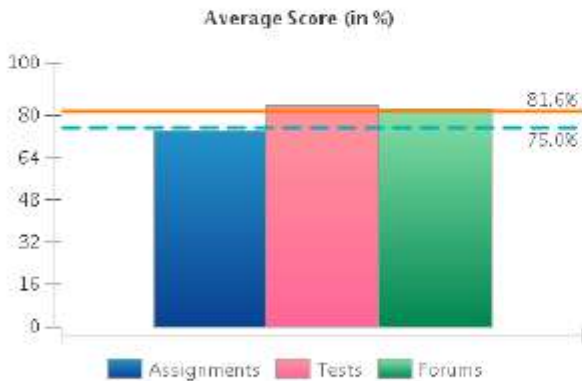
### Assessment Results: Course Overview

#### Course Performance

Course Name	Principles of Microeconomics-
Number of Students	15
Goal/Goal Set	ECN_202
Included Categories	ECN_202_MCR_Goals
Report Description	This report displays information showing how a single Blackboard Learn Course performs against a selected set of goals. Performance targets and a range of acceptable performance for the course can be determined when running the report. Data includes averages for the entire course as well as break downs for individual students and goals.

#### Course Overview

Performance Target	Performance Range	Course Average	Median	Mode	Standard Deviation
75.0%	+/- 5% (or 70% - 80%)	81.6%	90.0%	100.0%	28.6%



	Average Score (in %)	Performance Offset	Count of Items
<a href="#">Assignments</a>	74.3%	-0.7%	14
<a href="#">Tests</a>	83.7%	8.7%	49
<a href="#">Forums</a>	81.7%	6.7%	7

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

Detail By Goal							
Detail by Goal	Overall Average		Assignments	Tests	Forums		
	Average by Type (Count)						
ECN_202 ECN_202_MCR_Goals							
<a href="#">Describe Microeconomics and Resource Markets</a>	74.4%	76.7%	(4)	74.3%	(10)	71.9%	(3)
<a href="#">Describe Microeconomics of Government</a>	72.1%	71.1%	(6)	73.7%	(4)	71.4%	(1)
<a href="#">Describe Microeconomics of Product Markets</a>	80.9%	0.0%	(0)	80.9%	(6)		
<a href="#">Explain Microeconomic Issues and Policies</a>	85.7%	76.8%	(4)	88.1%	(16)	84.4%	(1)
<a href="#">Explain Microeconomics as it relates to Limits, Alternatives, Choices, Market System and the Circular Flow</a>	86.6%	0.0%	(0)	87.1%	(12)	80.8%	(1)
<a href="#">Explain Price, Quantity and Efficiency</a>	87.7%	0.0%	(0)	85.9%	(9)	95.5%	(2)

Final Grades	A	B	C	D	F	W
Number of students	5	3	1	1	1	2

Conclusions	
<p><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></p>	
<p>As evidenced in the Detail by Goal assessment result pictured above, Outcome One: Describe Microeconomics and Resource Markets and Outcome Two: Describe Microeconomics of Government failed to meet the required 75% threshold at 74.4% and 72.1%, respectively. All other outcomes were met at 80.9% or above.</p> <p>Deeper analysis of specific homework assignments (tests) and discussion board topics (forums) for Outcome One: Describe Microeconomics and Resource Markets were below the required 75% threshold at 74.3% and 71.9%, respectively. Deeper analysis of Outcome Two: Describe Microeconomics of Government revealed specific assignments (problems/exercises), homework assignments (tests) and discussion board topics (forums) failed to meet the required 75% threshold at 71.1%, 73.7%, and 71.4%, respectively.</p> <p>Although the overall course average surpassed the 75% require threshold with an overall 81.6% score, there are specific areas that indicate improvement is needed to better convey topic information to students. See the Action Plan below for planned future strategies that will be engaged to improve the course.</p>	

Action Plan and Date for Reassessment	
<p><b>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”.</b></p>	
<p>Specific actions that will be taken to improve the message of the course in the future will include:</p> <ol style="list-style-type: none"> <li>1. Discussion Board Topics will be revised and will be more specific to chapter material concepts</li> <li>2. Homework assignments (tests) will be revised and will be more specific to chapter concepts</li> </ol>	

3. Other assignments (problems/exercises) will be revised to include more direct chapter material concepts
4. New videos will be engaged to accentuate the students' learning experience for each chapter
5. Utilization of verbal PowerPoint to better engage the learner
6. Use of instructor lecture will be engaged through Blackboard to increase student engagement and participation

**Date for reassessment: 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**