

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

<b>Course Title and Number:</b> MGT 250 Principles of Management (3 credits)	<b>Academic Term and Year of Assessment Activity (Ex: Fall, 2014)</b> Spring 2017
<b>Report Submitted By:</b> Prepared Seyed Mirkhani / Reviewed and revised by Shirley Murphy	<b>Number of Students Assessed:</b> 18
<b>Date Report Submitted:</b> 9-7-17	<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> Web	

**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.**

Principles of Management is a required core course for the Business Management program. It also serves as a Business elective for other Business-related certificates.

**Assessment Methods**

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

This course provided students with six hours of video lectures that covered topics in Management and explored various managerial techniques. The videos were derived from such well-known sources as Stanford Business Schools, Harvard Business Review, and Pearson. These informative videos reinforced to students the important aspects of Management.

Students were asked to write a maximum of a one-page summary about the issues discussed on the videos. The students' summary and analysis of the videos were assessed to evaluate each students' understanding of the course outcomes. In addition, several quizzes and exams containing multiple choice questions were given to the students to ensure varied assessment tools were used to evaluate students' learning of the course outcomes. The performance of thirteen graduating students in Management were assessed using the outcomes identified in the NOCTI test and those results are also included in this report.

**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".**

Based on the existing data, thirteen of the thirty-six outcomes were assessed. All thirteen outcomes were met in the written part of the assessment. Six of the thirteen outcomes were assessed using multiple-choice questions. Four of the six outcomes assessed by multiple-choice questions were met. The following two outcomes were not met when using multiple choice questions:

**Outcome 3:** Define an organization culture and its external environment. (Only 22% of the students answered correctly)

**Outcome 21:** List human resource planning steps. (Only 61 percent of the students answered correctly)

NOCTI assessment: The following three NOCTI outcomes are related to this course:

1. Leadership and Teamwork: Graduating students underperformed the national average by 3.5%

2. Ethical and Legal Responsibility: Graduating students exceeded the national average by 4.2%
3. Business Management: Graduating students underperformed the national average by 2.4%

See the last page for the NOCTI report.

**Course Performance**

Course Name: Principles of Management  
 Number of Students: 24  
 Goal/Goal Set: MGT-250  
 Included Categories: Goals  
 Report Description: This report displays information showing how a single Blackboard Learn Course performs against a selected set of goals. Performance

**Course Overview**

Performance Target	Performance Range	Course Average	M	Mode	Standard Deviation
75.0%	+/- 5%	88.5%	#	100.0%	16.5%

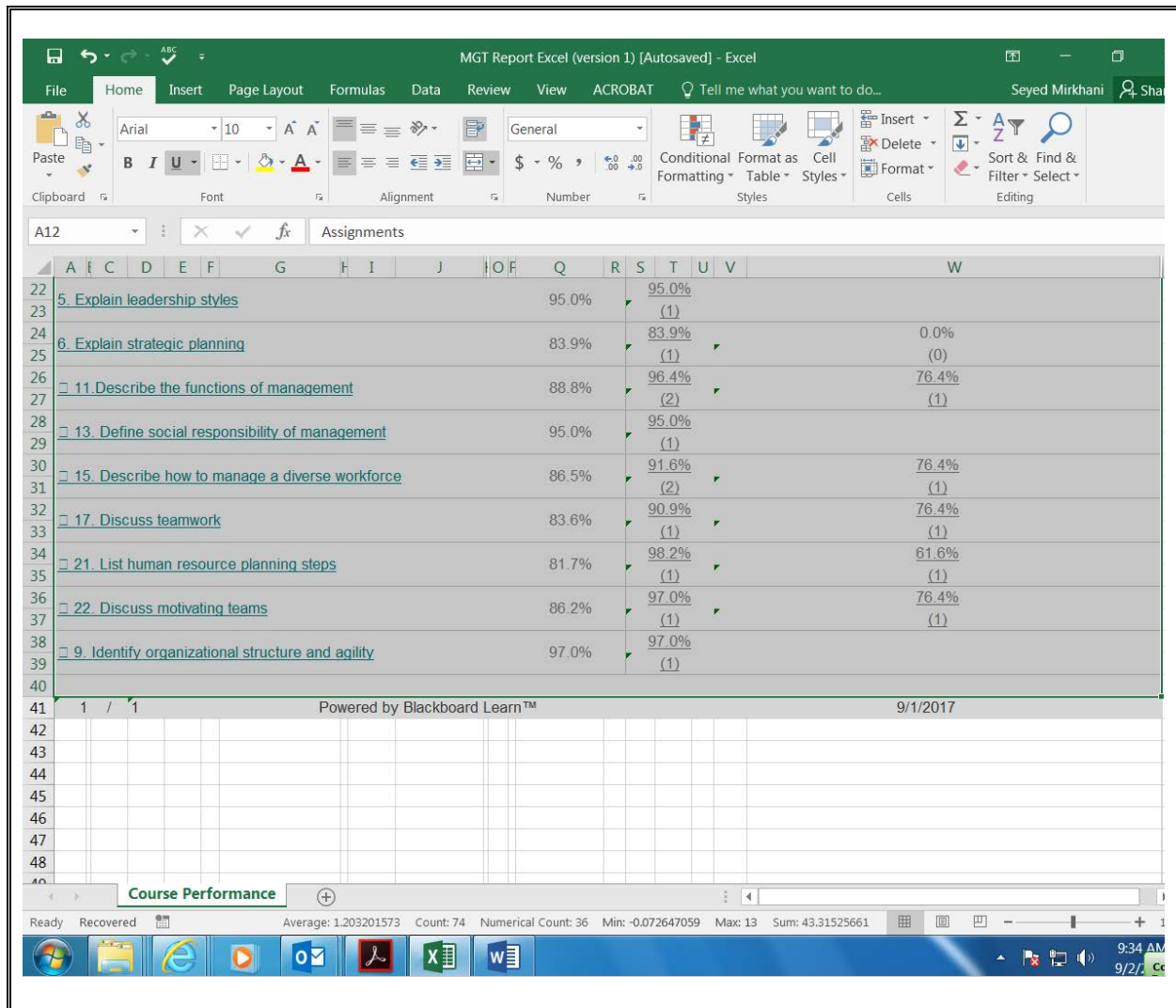
Charts do not appear in Excel

Performance Average Below 70.0%	Average Score (in %)	Performance	Count of Items
Assignments	93.8%	18.8%	13
Tests	67.7%	-7.3%	4

**Detail by Goal**

MGT-250 Goals	Overall Average	Average by Type (Count)	
		Assignments	Tests
1. Describe the foundations of management	81.7%	92.1% (1)	72.1% (1)
3. Define an organizational culture and its external environment	85.6%	95.4% (1)	22.0% (1)
5. Explain leadership styles	95.0%	95.0% (1)	
6. Explain strategic planning	83.9%	83.9% (1)	0.0% (0)
11. Describe the functions of management	88.8%	96.4% (2)	76.4% (1)

Ready Recovered Average: 1.203201573 Count: 74 Numerical Count: 36 Min: -0.072647059 Max: 13 Sum: 43.31525661 9:34 AM 9/2/...



<b>Course Level Assessment Summary of Outcomes, Indicators and Results</b> <b>Course Title and Number: MGT 250 (Principles of Management)</b> <b>Number of students in assessment sample = 18</b> <b>Number of Sections in Assessment = 1</b> <b>Add additional rows to table if necessary</b>				
<b>Learning Outcomes</b> <b>(Insert learning outcomes assessed during this cycle)</b>	<b>Indicator</b> <b>(Insert indicators used for each outcome: exam question, scoring rubric, etc. Be specific)</b>	<b>Percent of Correct Responses</b>	<b>Percent of Incorrect Responses</b>	<b>Performance Standard Met (75%)* (yes or no)</b>

**Conclusions**

**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".**

In conclusion, this course level assessment indicates nine of the eleven tested outcomes are being met at the minimum performance standard of 75%. The two unmet outcomes will be reassessed when the course is offered in spring 2018. Blackboard assessment tools will be utilized to assess all outcomes of the course.

**Previous Assessment Reports and Results**

**Date of Previous Assessment: Spring 2009, Spring 2014**

**List of Outcomes Not Met: Incorporate correct and appropriate quotations**

**Utilize clear transitions**

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

In 2009 assessment of this course, outcomes numbered one and fifteen were not met. In this assessment period, outcome fifteen was met. Outcome one was not met in the multiple choice section of the assessment.

In 2014 assessment of this course, outcome one was met.

**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”.**

Recommendations:

1. Provide additional informative videos to ensure the students have access to more than 10 hours of relevant lecture
2. Assign problems from the end of the chapters to increase the number of assessment tools
3. Provide access to the videos used in this online course to face-to-face students
4. Reduce the number of course outcomes to streamline the assessment of this course –
5. Utilize the discussion board of Blackboard to engage students and use the students’ discussion as an assessment tool
6. Apply Quality Matters standards to this course
7. Encourage students to take Introduction to Business before taking this course even though it is not a pre-requisite for this course
8. Use Blackboard for the face-to-face section of this course and apply the same assessment tools for consistency
9. Assess the performance of students in the Management outcome of the NOCTI test to compare the students’ performance with those from other colleges
10. Engage the same instructor to teach both the online and face-to-face sections of the course if possible This affords consistency of content and facilitates a better assessment of the course
11. Share the course assessment with other business instructors

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<b>Assessment Committee Recommendation/Approval (To be posted by Assessment Committee Chair)</b>
<input type="checkbox"/> Approved as presented <input checked="" type="checkbox"/> Approved with recommendations for future reports (Explanation Required) It was felt that, in future reports: <ul style="list-style-type: none"> <li>NOCTI scores inform program reviews more than course reports and should be included only in the former.</li> <li>It would be useful to have learning outcomes identified by both name and number</li> <li>Items such as charts, graphs and tables should include a written commentary on the information they contain and its relevance to the report</li> <li>The variety of performance indicators used in the course should be reviewed as well as their number</li> </ul> <input type="checkbox"/> Resubmission Required. Reason for Resubmission:
<b>Date: 10/06/2017</b>

The following three NOCTI outcomes relate to

Business Management AAS Subscores																Subscore / Eastern Students Performance	National Performance / Enter these numbers in Banner		
BANNE Title	Student 1																		
F08B	Business Management	53	73	73	80	60	87	80	67	87	67	60	60	67	<b>70</b>	72.4			
F08E	Ethnics and Legal Responsibilities	86	100	86	86	100	100	86	100	71	100	57	100	71	<b>88</b>	83.8			
F08I	Leadership and Teamwork	67	67	67	83	67	83	100	67	83	67	83	83	100	<b>78</b>	81.5			

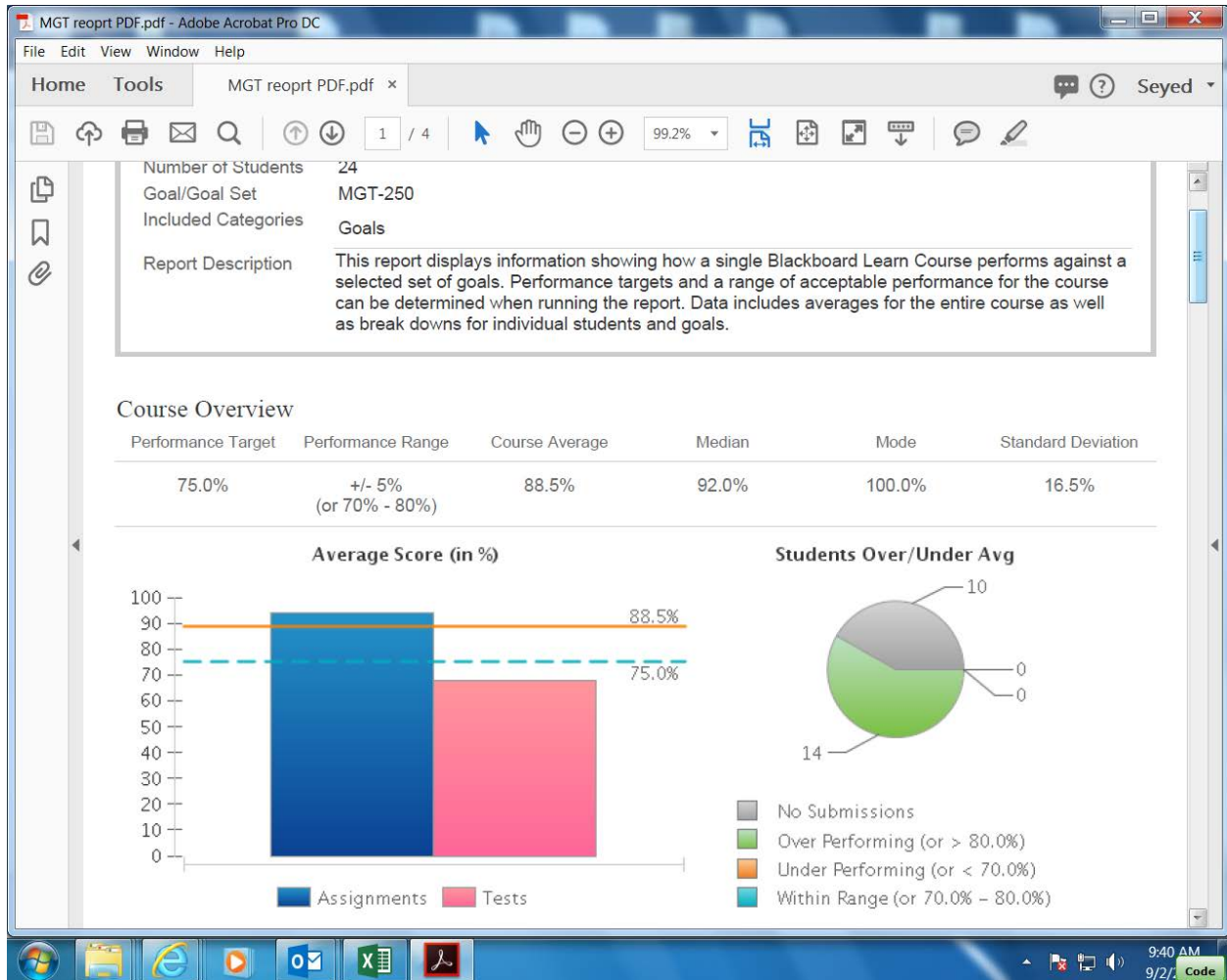
**Indirect Assessment of the course:** Students' evaluation through IDEA Center.

The college provides opportunity for online students to evaluate the quality of the courses. However, no student responded to the evaluation of this course. In spring of 2017, the same instructor who taught the online section of Principles of Management also taught the face-to-face section of the course. According to the IDEA report the instructor has received overall rating of 5.0 out of 5.0. The course has received "Excellent Course" rating of 4.8 out of 5.

Students' comments: Only one student commented on IDEA survey of the evening section of the Management course in regards to evaluation of the course instructor:

Student Comment: Mrs. Murphy is the true example of an educator. Two thumbs up. A+A+ (The IDEA Survey is included in this report with the permission of the faculty)

Blackboard generated report:



Below is a proposed new Master Course Records form with new student outcomes. This proposal with reduced number of outcomes has been approved by the Curriculum Committee and waiting for the approval of LOT. Once approved by LOT, the new course outcomes will be used in spring 2018 when the Principles of Management is offered again.

**Eastern WV Community & Technical College  
Master Course Record**

<b>Course Prefix and Number:</b> MGT 250
<b>Course Title:</b> Principles of Management
<b>Recommended Transcript Title</b> (if over 40 characters)
<b>Date Approved/Revised:</b>
<b>Credit Hours:</b> 3
<b>Contact hours per week (Based on 15 week term):</b> 3
<b>Lecture:</b> 3
<b>Lab:</b>

<p><b>Prerequisite:</b> None  <b>Corequisite:</b> None  <b>Pre/Corequisite:</b> None</p>
<p><b>Grading Mode:</b> Letter</p>
<p><b>Catalog Description:</b> This course is structured around contributions of the classical, behavioral, and management science schools of management using planning, organizing, motivating, deciding, coordinating, directing, and controlling functions as bases for discussion. Business ethics will also be included.</p>
<ol style="list-style-type: none"> <li>1. Explain the Role of Management and Managers</li> <li>2. Define Management Environment</li> <li>3. Explain Integrative Managerial Issues</li> <li>4. Explain Foundations of Decision Making</li> <li>5. Explain Foundation of Planning</li> <li>6. Explain Organizational Structure</li> <li>7. Explain Managing Human Resources</li> <li>8. Address Managing Change and Innovation</li> <li>9. Outline Foundations of Individual Behavior</li> <li>10. Discuss Understanding Groups and Managing Work Teams</li> <li>11. Explain Motivating and Rewarding Employees</li> <li>12. Define Leadership and Trust</li> <li>13. Explain Managing Communication and Information</li> <li>14. Analyze Foundations of Control</li> </ol>
<p><b>Implementation Cycle:</b> Spring 2018</p>
<p><b>Role in College Curriculum: (Check all that apply)</b>  <input type="checkbox"/> <b>General Education Core (Specify category)</b>  <input checked="" type="checkbox"/> <b>Technical Core AAS BUS</b>  <input checked="" type="checkbox"/> <b>Restricted Elective (Specify Program) BOS CAS, BUS CAS, Computer Applications Specialist CAS</b>  <input checked="" type="checkbox"/> <b>General Elective</b>  <input type="checkbox"/> <b>Workforce Education</b>  <input type="checkbox"/> <b>Other (Please specify)</b></p>
<p><b>Course Fee:</b> None</p>
<p><b>Instructor's Qualifications:</b> Master's Degree in Business or Master's Degree with 18 graduate hours in Business.</p>
<p><b>Expanded Course Description:</b> Students are encouraged to take Intro to Business before taking this course.</p>

Prepared by: Seyed Mirkhani / Division Chair for Business Computer and IT 7/12/2017

\_\_\_\_\_  
 Name, Title Date

Approved Per LOT Minutes

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 Dean, Academic and Student Services Date