

Course Outcomes Guide

Directions: Please complete this form to document your progress toward improving student learning. For each item, indicate your progress and your anticipated next steps. Thank you!

Course/Program Title: MGT – 103 Principles of Management **Date:** Fall, 2013

Course/Program Team: Jim Pierne

Expected Learning Outcomes:

1. Use basic business and management terminology
2. Understand the role of management and its impact on the economy
3. Understand the various types of decisions faced by business managers
4. Describe current issues in business and use course concepts to analyze them
5. Describe the skills necessary to be effective in management
6. Describe ethical implications of managerial policy
7. Understand the importance of management on the employee

Assessment (How do or will students demonstrate achievement of each outcome?)

Students demonstrate achievement of the outcomes through quizzes and exams. In addition, the outcomes are assessed through two group projects and three individual projects. These projects involve putting into practice many of the concepts presented in the class.

Validation (What methods have you used or will you use to validate your assessment?)

Validation will occur through tracking the results to specific questions that are tied to the expected learning outcomes from tests given in class. The selected questions will be incorporated into all tests administered for this course so that the results can be appropriately gathered to measure student performance. In addition, it is assumed that the publisher validates these questions and tests them for reliability.

Results (What do your assessment data show? If you have not yet assessed student achievement of your learning outcomes, when is assessment planned?)

This data can be used to determine whether the students are achieving the expected levels of understanding relative to the learning outcomes established for the course. The collection of the data is expected to begin in the Spring Semester, 2013.

Follow-up (How have you used or how will you use the data to improve student learning?)

Based upon the data, we will make the appropriate adjustments to the materials presented in the class to ensure student understanding. We will also utilize more web-based demonstrations of text content to help the student learning process.

Budget Justification (What resources are necessary to improve student learning?)

None at this time as the enhanced use of web-based materials and demonstrations are already available from Pearson.

PRINCIPLES OF MANAGEMENT ASSESSMENT RESULTS - SPRING 2013							
OUTCOME #1: USE OF BASIC BUSINESS AND MANAGEMENT TERMINOLOGY							
		MGT 103-01 (27)	MGT 103-02 (27)	MGT 103-04 (23)	MGT 103-03 (20)	MGT 103-G01 (7)	Average
Exam #1	Question #1	35%	50%	21%	65%	30%	40%
Exam #1	Question #15	100%	96%	100%	100%	100%	98%
Exam #1	Question #16	74%	96%	95%	100%	100%	93%
Exam #1	Question #20	87%	96%	95%	95%	100%	95%
Exam #3	Question #22	75%	45%	100%	70%	100%	78%
OUTCOME #2: UNDERSTAND THE ROLE OF MANAGEMENT AND ITS IMPACT ON THE ECONOMY							
		MGT 103-01 (27)	MGT 103-02 (27)	MGT 103-04 (23)	MGT 103-03 (20)	MGT 103-G01 (7)	
Exam #1	Question #23	78%	71%	63%	95%	100%	85%
Quiz	Question #1	72%	94%	94%	100%	100%	92%
Quiz	Question #2	72%	69%	94%	80%	90%	81%
Quiz	Question #3	94%	94%	100%	100%	100%	98%
Quiz	Question #4	83%	75%	71%	100%	100%	86%
OUTCOME #3: UNDERSTAND THE VARIOUS TYPES OF DECISIONS FACED BY BUSINESS MANAGERS							
		MGT 103-01 (27)	MGT 103-02 (27)	MGT 103-04 (23)	MGT 103-03 (20)	MGT 103-G01 (7)	
Exam #1	Question #5	61%	67%	74%	80%	100%	76%
PRINCIPLES OF MANAGEMENT ASSESSMENT RESULTS - SPRING 2014							
OUTCOME #1: USE OF BASIC BUSINESS AND MANAGEMENT TERMINOLOGY							
		MGT 103-01 (27)	MGT 103-02 (27)	MGT 103-04 (23)	MGT 103-03 (20)	MGT 103-G01 (7)	Average
Exam #1	Question #1	94%	74%	128%	88%	128%	89%
PRINCIPLES OF MANAGEMENT ASSESSMENT RESULTS - SPRING 2014							
OUTCOME #1: USE OF BASIC BUSINESS AND MANAGEMENT TERMINOLOGY							
		MGT 103-01 (27)	MGT 103-02 (27)	MGT 103-04 (23)	MGT 103-03 (20)	MGT 103-G01 (7)	Average
Exam #1	Question #1	94%	74%	128%	88%	128%	89%
Exam #1	Question #15	101%	73%	143%	88%	142%	89%
Exam #1	Question #16	108%	72%	159%	89%	156%	90%
Exam #1	Question #20	114%	71%	174%	89%	170%	90%
Exam #3	Question #22	121%	70%	189%	90%	184%	91%
							0.909416
							0.913414
							0.917412
							0.92141
							0.925408
Exam #2	Question #23	89%	83%	91%	98%	98%	93%
Quiz	Question #1	93%	84%	93%	99%	98%	93%
Quiz	Question #2	96%	85%	95%	100%	98%	94%
Quiz	Question #3	99%	85%	98%	101%	98%	94%
Quiz	Question #4	102%	86%	100%	102%	98%	95%
							0.949395
OUTCOME #3: UNDERSTAND THE VARIOUS TYPES OF DECISIONS FACED BY BUSINESS MANAGERS							
							0.953393
							0.957391
							0.961388
							0.965386
Exam #2	Question #5	61%	67%	74%	80%	100%	97%
PRINCIPLES OF MANAGEMENT ASSESSMENT RESULTS - SPRING 2015							
OUTCOME #1: USE OF BASIC BUSINESS AND MANAGEMENT TERMINOLOGY							
		MGT 103-01 (27)	MGT 103-02 (27)	MGT 103-04 (23)	MGT 103-03 (20)	MGT 103-G01 (7)	Average
Exam #2	Question #1	94%	74%	128%	88%	128%	89%
PRINCIPLES OF MANAGEMENT ASSESSMENT RESULTS - SPRING 2015							
OUTCOME #1: USE OF BASIC BUSINESS AND MANAGEMENT TERMINOLOGY							
		MGT 103-01 (27)	MGT 103-02 (27)	MGT 103-04 (23)	MGT 103-03 (20)	MGT 103-G01 (7)	Average
Exam #1	Question #1	128%	69%	205%	90%	198%	97%
Exam #1	Question #15	135%	68%	220%	91%	212%	98%
Exam #1	Question #16	141%	67%	235%	91%	226%	98%
Exam #1	Question #20	148%	66%	251%	92%	240%	99%
Exam #3	Question #22	155%	65%	266%	92%	254%	99%

PRINCIPLES OF MANAGEMENT SLOA SUMMARY (MGT 103) – SPRING 2013 EVALUATION

In the Principles of Management (MGT 103) Course, there are seven outcomes against which student performance is measured. During the Spring 2013 semester, data has been collected on the performance of the seven outcomes from a population of 104 students from five sections, four face-to-face and one online.

Outcome #1 measures “Use of Business and Management Terminology.” Five multiple choice questions were used to evaluate the student performance. The question involving organizational rules, regulations, and values was answered correctly by 40% of the students. Other concepts involving definitions of franchising, joint ventures, and ethics were answered correctly by 98%, 93%, and 95% of the students respectively. The question dealing with the definitions of extranet and intranet was answered correctly by 78% of the students. Although the results were good for this outcome, it will be necessary to spend more time consistently reviewing the business and management terminology during the course and testing for student understanding. This can be accomplished by focusing more time on this in each class, utilizing the MyManagementLab simulations that contain a full glossary of terms for each topic, and periodic testing of understanding of terminology in class.

Outcome #2 measures “Understand the role of management and its impact on the economy.” The evaluation of this outcome involved five multiple choice questions. The questions focused on the concepts of the types of corporations, SWOT analysis, high performing companies, strategic management, and manager’s roles in planning. Overall, the questions were answered correctly by students 85%, 92%, 81%, 98%, and 86% respectively. The students performed very well on this particular outcome. Although the overall results were good, some course sections did have difficulty with specific questions. Therefore, it will be important to make the connection between the management concepts presented in the course, management actions, and the impacts of the decisions made on the economy and performance of the company. This can be accomplished by increasing the use of simulations, case studies, or assignments that focus on the connection between management performance and economic impacts.

Outcome #3 measures “Understand the various types of decisions faced by business managers.” Five multiple choice questions were used to evaluate this outcome. Questions focused on the concepts of effectiveness and efficiency, the control function, problem identification, and budgeting. The students answered the five questions correctly 76%, 79%, 59%, 70%, and 76% respectively. Students struggled with the questions that focused on problem identification. Even though that is the case, the overall performance was not as strong as Outcome #2. I think that these results indicate a need to focus more attention on making the connection between the decisions made by managers and the processes used by managers to reach the decisions that were made. As with Outcome #2, this can be accomplished by greater use of participative simulations and asking students to role play in situations where they need to make decisions concentrating on the reasoning for the decision that is made.

Outcome #4 measures “Describe current issues in business and use course concepts to analyze them.” Five multiple choice questions were used to evaluate this outcome. Questions focused on the differences between non-profits and for profit organizations, the roles of managers, socioeconomics, continuous improvement, and groupthink concepts. The results achieved by students were 82%, 50%, 84%, 75%, and 87% respectively. The role of the manager in different sized businesses is the question that caused students the most difficulty. The results indicate a need to spend more time in the chapters where the role of the manager and the decision making processes are discussed in greater detail. It is an issue that I think can be addressed by allowing students to experience more role playing exercises and assuming the role of manager in more of the simulations. I also intend to enhance this outcome performance by asking business persons in the community to visit the class and share their direct experience in how they make decisions affecting their companies.

Outcome #5 measures “Describe the skills necessary to be effective in management.” Five multiple choice questions were used to evaluate student performance. Questions involved the concepts of social responsibility, control standards and the controlling function, ethical obligations, and ethical controls. Students scored poorly on the concepts of social responsibility and the controlling function scoring 47% and 57% correct respectively. Performance on the remaining questions was 71%, 69%, and 87% of the students scoring correctly. The strongest performance related to the financial control question. More time

will need to be spent in using case studies, simulations, and videos that can demonstrate the management skills necessary to be effective in business. Again I also believe that bringing business people into the course would be of value to improve performance on this student outcome.

Outcome #6 measures “Describe ethical implications of managerial policy.” This outcome involved the reading of a case study and answering four questions that focused on ethical issues. The student performance with this outcome was poor as they answered the four multiple choice questions correctly 47%, 47%, 47%, and 70% respectively. The poor performance on this outcome illustrates the need to spend a great deal more time in explaining ethics and its importance in managerial policies. This can be accomplished through the use of case studies, simulations, and videos that are focused on this topic.

Outcome #7 measures “Develop an understanding of the importance of management on the employee.” There were five multiple choice questions used for the evaluation of this outcome that focused on concepts of job involvement, work environments, manager risk-taking, Gen “Y” workers, and non-verbal communication. The students did well with this outcome scoring 86%, 92%, 67%, 91%, and 99% respectively. The question on manager risk-taking received the lowest score. As with other outcomes, it will be important to help students understand that managers can have a significant role on the work environment that employees experience. This can be accomplished by having students learn the best management practices that can create a healthy and productive work environment for employees.

The overall goal needs to be to improve student performance on the seven outcomes to an average of 80% or higher. The various learning techniques mentioned will be used to achieve this as we move through future semesters.