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: BUS101 – Introduction to Business Organization and Management
Date: Fall, 2014

Course/Program Team: Jim Pierne

Expected Learning Outcomes:
1. Use basic business terminology
2. Understand the role of business and capitalism in 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 different structures of business organization
6. Discuss ethical implications of business policy

Assessment (How do or will students demonstrate achievement of each outcome?)
        Students demonstrate achievement of the outcomes through quizzes and exams. In addition, students are asked to complete three projects, two which are individual projects and one which is a group project. 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 Fall Semester, 2012.

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.