

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, 2014

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?) and

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

OUTCOME #1: USE OF BASIC BUSINESS AND MANAGEMENT TERMINOLOGY

The results for the five evaluation questions were 43%, 97%, 90%, 76%, and 71% respectively. The question involving organizational rules, regulations, and values was only answered correctly by 43% of the students. The questions regarding definitions of the extranet and intranet were also troublesome for about 25% of the students. Otherwise the results were quite strong in terms of franchising, joint ventures, and ethics. It is still

apparent that there is a need to spend a greater amount of class time reviewing definitions as part of concepts presented. This can be accomplished by using some of the Pearson Mylabs simulations which include very good glossary of terms sections.

OUTCOME #2: UNDERSTAND THE ROLE OF MANAGEMENT AND ITS IMPACT ON THE ECONOMY

The evaluation of this outcome included five multiple choice questions. The results were very strong except on the first question which involved the concept of the different types of corporate structures. Improvement in this category again can be accomplished by utilizing the Pearson Mylabs glossaries found in the simulations as well as some of the better videos that illustrate the role of management and impacts on the economy.

OUTCOME #3: UNDERSTAND THE VARIOUS TYPES OF DECISIONS FACED BY BUSINESS MANAGERS

Performance in this category was good. Two questions gave the students issues—one dealing with the concepts of efficiency and effectiveness and the concept of problem identification. Although there is good performance on the other three questions, these results still indicate a need to make a stronger connection between the decision making process and the impacts of the decisions made by managers on a business. Greater use of role play simulations will help to improve results in this category.

OUTCOME #4: DESCRIBE CURRENT ISSUES IN BUSINESS AND USE COURSE CONCEPTS TO ANALYZE THEM

Two questions gave the students issues in this category assessment. Weak performance was experienced in the two questions where students were placed in situations and had to make decisions relative to the facts presented. Some of this is bound to occur since most of the students have no real management experience, however, increased use of simulations, role plays, and discussion of management decision making processes can help to improve this performance. Also in the spring semester bringing some businesses owners to the class may help to solidify some of the management practices discussed in class.

OUTCOME #5: DESCRIBE THE SKILL SETS NECESSARY TO BE EFFECTIVE IN MANAGEMENT

Overall results in the category were very strong. One question dealing with the concept of social responsibility presented some of the students with some problems. Other than that the other results were quite good with 82%, 82%, 89%, and 92% respectively on questions two through five. Social responsibility is a difficult concept for the students to understand, however, more time will be spent with examples to demonstrate its importance to a business and management.

OUTCOME #6: DESCRIBE THE EHTICAL IMPLICATIONS OF MANAGEMENT POLICY

The assessment of the outcome required students to read a case study and answer four multiple choice questions related to the case. This outcome continues to be the one where student performance is the lowest. More time will need to be spent on the concept of ethics in the course. In the Spring Semester 2014, more simulations and role plays will be used to demonstrate various ethical concepts. In addition, there are some excellent training materials on the internet that can be introduced in the Spring Semester to help with this concept.

OUTCOME #7: DEVELOP AN UNDERSTANDING OF THE IMPORTANCE OF MANAGEMENT OF THE EMPLOYEE

Performance on this outcome was very strong except for one question regarding risk taking concepts. Otherwise the student performance was very good with 90%, 83%, 93%, and 97% respectively on questions one, two, four, and five. More attention will be placed on getting students to understand the importance of risk taking in management.

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.