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                    Course Outcomes Guide
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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: Spring 2017
Course/Program Team: Jim Pierne

Expected Learning Outcomes:
1. Describe and explain basic business terminology
2. Describe the role of business and capitalism in the economy
3. Describe the various types of decisions faced by business managers
4. Describe current issues in business and use course concepts to analyze them
5. Describe and explain the different structures of business organization
6. Explain 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 four projects, three of 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. We are using a new Flatworld Knowledge textbook as well as new projects and questions to assess student performance beginning in the Fall 2015 semester.

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?)

INTRODUCTION TO BUSINESS ORGANIZATION AND MANAGEMENT (BUS 101) SLOA SUMMARY – FALL 2016 – SPRING 2017 EVALUATION

In the Introduction to Business Organization and Management (BUS 101), there are six Learning Outcomes against which student performance is measured. The data collected for this course is also based on the use of a new Open Source textbook beginning with the Fall Semester 2016. All questions from the Mid-Term and Final Examinations were used and mapped against each of the six Learning Outcomes to determine student performance. The standard that we hope to achieve

is that 80% of the students will achieve the Learning Outcome. Student performance data is also presented in terms of the results achieved by face-to-face classes versus web based classes.

Outcome #1: Define and explain basic business terminology

In the last academic year, the Spring 2017 face-to-face classes performed better than the Fall 2016 classes achieving 83% versus 75% respectively for Outcome #1. The Spring web based classes performed better than the Fall web based classes 82% to 72% respectively. The Spring 2017 face-to-face classes also outperformed the Fall 2016 classes on Outcome #1 by 87% versus 78% respectively. Overall the combined students in both face-to-face and web based classes did not exceed the 80% standard with a combined performance of 78%. Based on this data, it is clear that I need to strengthen the resources available particularly to the web based classes beginning in the Fall 2017.

Outcome #2: Describe the role of business and capitalism in the economy

With respect to Outcome #2, The Fall 2016 face-to-face classes outperformed the Spring 2017 classes 86% to 69% respectively. The Fall 2016 and Spring 2017 web based classes both reached 71% performance for Outcome #2. Overall the Fall 2016 classes outperformed the Spring 2017 classes for this Outcome 79% to 71%. All classes achieved a 76% performance for Outcome #2 during the academic year with the Fall 2016 classes outperforming the Spring 2017 classes 80% to 71% respectively. The face-to-face classes did outperform the web based classes as well 82% to 71% respectively. This particularly outcome did not do well in either semester overall which means that additional resources must be brought to the classroom to improve this performance. I think that this will lead me to spend more time in class talking with the students about the impacts of many of the topics in terms of the relationship between business and capitalism.

Outcome #3: Describe and explain the various types of decisions faced by business managers

For Outcome #3, Face-to-face classes in the Fall 2016 outperformed the Spring 2017 classes 80% to 79% respectively while the web based classes for Fall 2016 outperformed the Spring 2017 classes 77% to 71% respectively. Overall the Fall 2016 classes outperformed the Spring 2017 classes 79% to 74% respectively, while the overall face-to-face classes outperformed the web based classes 80% to 74%. The Overall performance for all classes for this Outcome was an overall achievement of 77%. Therefore, the overall performance is still below the 80% that we have set which indicates a need to again bring resources to classes related to the decision making process. I think this is always a difficult standard for students to grasp because of their general lack of business experience.

Outcome #4: Describe the current issues in business and use course concepts to analyze them

The Spring 2017 face-to-face classes outperformed the Fall 2016 classes on this Outcome 81% to 70% respectively, while the Fall 2016 web based classes outperformed the Spring 2017 classes 66% to 65% respectively. Overall the Fall 2016 and Spring 2017 classes achieved a 69% performance on this Outcome. The Face-to-face classes did perform better for this Outcome by 73% compared to the web based classes at 66%. The Fall 2016 and Spring 2017 classes in total both achieved a 69% performance on this Outcome. Again the performance here is not very strong during this academic year which indicates a need for me to evaluate the focus that is brought to this Outcome.

Outcome #5: Describe and explain the different structures of business organizations

For this Outcome, the Spring 2017 face-to-face classes outperformed the Fall 2016 classes 90% to 71% respectively, and the Spring 2017 web based classes outperformed the Fall 2016 classes 73% to 53%. For Outcome #5, the face to face classes overall outperformed the web based classes 74% to 66%, however the Spring 2017 classes achieved the standard 76% of the time versus 65% for the Fall 2016 classes. We spend a great deal of time on this area in the class but students tend to struggle with the characteristics of the various corporate structures in particularly so more time and examples will be incorporated into the course to strengthen performance on this standard.

Outcome #6: Explain the ethical implications of business policy

The Fall 2016 face-to-face classes outperformed the Spring 2017 classes on this standard 80% to 71% respectively, while the Fall2016 web based students outperformed the Spring 2017 classes 58% to 52% respectively. The face-to-face classes outperformed the web based classes 79% to 565 on this standard and the same was true for overall class performance with Fall 2016 classes outperforming Spring 2017 classes 70% to 55% on this standard.

The overall results would indicate the performance is stronger for the face-to-face classes (78%) versus the web based classes (70%) for the past academic year. The overall classes did not exceed the 80% standard on any of the six Outcomes, however the face-to-face classes did exceed the standard of 80% on three Outcomes (1, 2, and 3), while the web based classes did not exceed the 80% on any of the six Outcomes.

These overall results are very disappointing to me as it represents the worst performance that I have had with classes since we began measuring the data for performance. I intend to overhaul this class for the next academic year, placing a much greater focus on the resources needed to improve the overall class performance. I am going to bring more resources to the course that help to illustrate the Outcomes better, and I also intend to spend more time with the review and testing of course concepts.