

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 214 Small Business Management

Date: Spring, 2017

Course/Program Team: Jim Pierne

Expected Learning Outcomes:

1. Describe and define basic business terminology
2. Describe the role of small business and capitalism in the economy.
3. Explain the various types of decisions faced by small business owners
4. Describe current issues in managing and owning a small business and use course concepts to analyze them.
5. Describe the different structures of business organizations.
6. Discuss ethical implications of business policies and their impacts on small business management.

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

Students demonstrate achievement of the outcomes through quizzes, exams, a grouping of web based assignments, a financial analysis project, discussions, and through class participation. Most of the classroom time will be spent in practical application of the information presented in the textbook through case studies, group projects, and information received from guest speakers that come to 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, student results will also be tracked through the web based assignments and discussions that are completed during the semester. It is assumed that the publisher validates any questions that may be used on tests and also tests the questions 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?)

Evaluation of the MGT 214 Small Business Management Course Assessment Results

The goal of the assessment results is that 80% of the students answer individual assessment questions correctly or in the case of discussion projects score at least 8 points out of a possible 10. The results below are for the 15 week MGT 214 Small Business Management Course offered during the fall 2016 semester as an online class. There were eighteen students in the class so the assessment results are based on that student population.

Content Objective #1: Use basic business terminology – In terms of the five questions used to evaluate this objective, the students exceeded the standard on three out of the five questions—100%, 100%, and 86% respectively. On the two questions below the standard, results were 78% and 75%. Students did not score above the standard on the definitions of brainstorming and intercept marketing however they did score above the standard on the definitions for balance sheet, current assets, and security agreements.

Content Objective #2: Understand the role of small business and capitalism in the economy – The students did very well with this objective scoring above the standard on all five evaluation questions as well as the two discussion projects. The five evaluation question results were as follows: 89%, 89%, 88%, 100%, and 100%. Two discussion projects were also evaluated for this content objective involving interviewing an entrepreneur and interviewing a local banker. The results for these two discussion projects were 8.89/10.00 and 8.43/10.00 or above the standard. The students performed very well on this content objective.

Content Objective #3: Understand the various types of decision faced by small business owners – There are five evaluation questions used for this content objective, however, the students only exceeded the standard on one of the five questions. The results were 78%, 67%, 67%, 75%, and 86% respectively. Students struggled with concepts involving entrepreneurship, focus strategy, business prototyping, and leasing. The students were able to understand the cash budgeting process. It is clear that we need to work on providing the students with greater detail in terms of understanding the types of decision faced by business owners which can be accomplished by more case study analysis, role plays, and quality video presentations.

Content Objective #4: Describe current issues in managing and owning a small business and use course concepts to analyze them – Five evaluation questions were used for this content objective along with two discussion projects. The students performed above the standard on four of the five evaluation questions—100%, 100%, 100%, and 100% while below the standard on one at 63%. Students did well with the concepts of mission statements, sole proprietorships, selling terms, and leasing while they did struggle with the concept of

franchising. The two discussion projects used for this content objective included one on forms of business ownerships and one on franchising, scoring 7.89/10.00 on the first one and 9.14% on the second one.

Content Objective #5: Describe the different structures of business organization – Five evaluation questions were used for the objective and the students achieved results on the questions of 78%, 44%, 100%, 33%, and 56%. Therefore the performance on this objective was not very strong. The questions used in the evaluation dealt with the topics of partnerships, foreign corporations, double taxation related to corporations, S corporations, and limited liability corporations. Clearly, the students did struggle with the more unusual types of business structures so more time needs to be spent to understand these forms of business ownership.

Content Objective #6: Discuss the ethical implications of business policies and their impacts on small business management – Five questions were used to evaluate this content objective achieving the following results—89%, 100%, 100%, 100%, and 100%. Therefore performance on this content objective was quite strong.

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 context to help the student learning process.

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

None at this time.