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: Spring 2018

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 Open Source textbook as well as new projects and questions to assess student performance beginning in the Fall 2016 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 2017 – SPRING 2018 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 Fall 2017 face-to-face classes performed better than the Spring 2018 classes achieving 81% versus 72% respectively for Outcome #1. The Spring online classes performed the same as the Fall online classes Both achieving 78%.   The Fall 2017 face-to-face class also outperformed the Spring 2018 classes on Outcome #1 by 84% versus 67% respectively. Overall the combined students in both face-to-face and online classes did not exceed the 80% standard with a combined performance of 77%. The Summer online class achieved an 87% performance on Outcome #1 allowing online classes to perform overall to the standard of 80% versus the face-to-face class at 72%. Based on this data, it is clear that I need to strengthen the resources available particularly to the face-to-face classes beginning in the Fall 2018.

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

With respect to Outcome #2, The Fall 2017 face-to-face classes outperformed the Spring 2018 classes 72% to 59% respectively. The Fall 2017 online class outperformed the Spring 2018 online class reaching 72% versus 59% performance respectively for Outcome #2. Overall the Fall 2017 classes outperformed the Spring 2018 classes for this Outcome 69% to 65%. All classes achieved a 69% performance for Outcome #2 during the academic year with the Fall 2017 classes outperforming the Spring 2018 classes 69% to 65% respectively. The Summer online class achieved a 77% performance on Outcome #1 allowing online classes to perform better against the 80% standard than face-to-face classes 71% to 65% respectively. This particularly outcome did not do well in either semester overall except in the summer session 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 2017 outperformed the Spring 2018 classes 80% to 69% respectively while the online class for Fall 2017 performed below the Spring 2018 classes 64% to 72% respectively. Overall the Fall 2017 classes outperformed the Spring 2018 classes 71% to 70% respectively. The Summer 2017 online class achieved a rating of 815 for Outcome #3. This allowed the overall performance for all classes for this Outcome achieve 72%. 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 2018 face-to-face classes performed below the Fall 2017 classes on this Outcome 61% to 83% respectively, while the Fall 2017 online classes outperformed the Spring 2018 classes 76% to 73% respectively. Overall the Fall 2017 and Spring 2018 classes achieved a 73% performance on this Outcome. The Summer 2017 online class achieved an 84% rating for this Outcome. The Fall 2017 and Spring 2018 classes in total both achieved a 73% performance on this Outcome. 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 2018 face-to-face classes performed below the Fall 2017 classes 56% to 82% respectively, and the Spring 2018 online classes performed below the Fall 2017 classes 67% to 71%. The Summer 2017 online class achieved a performance of 83% for this Outcome allowing the overall performance of classes to achieve a 68% performance for Outcome #5. 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 particular 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 2017 face-to-face classes outperformed the Spring 2018 classes on this standard 75% to 66% respectively, while the Fall 2017 online students outperformed the Spring 2018 classes 65% to 60% respectively. The Summer 2017 online class achieved an 87% rating for this Outcome. The overall performance for this Outcome reached 72% with online classes outperforming face-to-face classes 74% to 69%.

The overall results would indicate the performance is stronger for the online classes (73%) versus the face-to-face classes (69%) for the past academic year. The classes did not exceed the 80% standard on any of the six Outcomes overall and the online classes exceeded the standard only on Outcome #1. The best performing class remains the Summer 2017 online class which exceeded the standard of 80% on five out 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.