

Course Outcomes Guide

Course/Program Title: MGT 101 Retail Management

Date: Spring, 2018

Course/Program Team: Jim Pierne

Expected Learning Outcomes:

1. Describe the various types of businesses that comprise retail institutions today.
2. Understand consumer behavior.
3. Perform trading area analysis and site selection.
4. Establish, develop and maintain a retail image.
5. Perform strategic planning in retailing.
6. Become familiar with new technology in the retail field.

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

Students demonstrate achievement of the outcomes through exams, a grouping of internet projects, and through class participation. Class attendance is also important since class participation counts as part of the overall grade for the course. The projects assigned in the class 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, student results will also be tracked through the internet assignments 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?)

The data that is collected 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 with the Spring semester 2013.

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.

