

## 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:** BUS-101 Introduction to Business Organization and Management  
**Date:** Fall 2009

**Course/Program Team:** Terry Hughes

**Expected Learning Outcomes:**

1. Demonstrate knowledge of terms and facts of this subject  
(Basic business terminology, theories of leadership, human resources management, production and operations management, marketing, securities markets and basic economics)
2. Understand how business terminology relates to the current business environment
3. Understand the role of ethics in business
4. Know basic management principles
5. Demonstrate professional and ethical behavior

**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 a semester-long project which is intended to demonstrate that the students know how to relate business terms to both real and hypothetical business situations.

**Validation** (What methods have you used or will you use to validate your assessment?)

**Results** (What do your assessment data show? If you have not yet assessed student achievement of your learning outcomes, when is assessment planned?)

Learning outcome assessments show that students that study the text material and pay attention to lectures do quite well on assessments. On the other hand, students that do not appear to study and /or pay little attention in class do quite poorly.

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

We will be striving to improve classroom attendance as well as classroom participation. It is also felt that incorporation of more web-based demonstrations of text content will help excite the students regarding business.

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