



SLO Assessment Cycle for BUS 10

Introduction to Business

Assessment Initiated by: Michele Fritz (8615) in BUS

Outcomes:

Outcome 1: Statement

Distinguish among the primary functions within a business, such as, marketing, operations, human resources, accounting and finance, and identify the interests and roles of key business stakeholders, such as employees, management, owners, and society.

Assessment Cycle Records:

Outcome 1: Assessment Planning Modified: [12/28/2010]

Assessment Strategy Used:

Quarter: Fall 2010

Assessors: Michele Fritz, Dan Salah

Assessment Tools: Exams

Sections being assessed: 01Y, 03Y, 65Z

Outcome 1: Reflect & Enhance Modified: [12/28/2010]

Number of people involved in Reflection and Enhancement: 2

Changes:

Methods:

Full and part time faculty in our department collaborated to create a series of original multiple choice questions to be used to assess mastery of the *Introduction to Business* student learning outcomes. These questions were delivered in all 3 class sections as an online quiz towards the end of the Fall quarter. Eight questions pertain to SLO 1, and the percentage of students who answered these eight questions correctly were tallied. Students who did not take the assessment were excluded from the results.

Summary:

On the 8 questions related to this outcome, the 87 students fared between 73% and 99% correct. On average for all the questions, the students answered correctly 87% of the time. This clearly shows mastery of this learning outcome and meets our expectations of student success.

Enhancement (Part I):

No action required for this learning outcome.

Enhancement (Part II):

In order to provide the online quiz across all sections of Introduction to Business, cooperation of the Distance Learning Center personnel will be required to create a Catalyst Business 10 Assessment shell and to provide a logon to registered students.

Outcome 2: Statement

Demonstrate a working vocabulary of business terms

Outcome 2: Assessment Planning Modified: [12/28/2010]

Assessment Strategy Used:

Quarter: Fall 2010

Assessors: Michele Fritz, Dan Salah

Assessment Tools: Exams

Sections being assessed: 01Y, 03Y, 65Z

Outcome 2: Reflect & Enhance Modified: [12/28/2010]

Number of people involved in Reflection and Enhancement: 2

Changes:

Methods:

Full and part time faculty in our department collaborated to create a series of original multiple choice questions to be used to assess mastery of the *Introduction to Business* student learning outcomes. These questions were delivered in all 3 class sections as an online quiz towards the end of the Fall quarter. Seven questions pertain to SLO 2,

and the percentage of students who answered these seven questions correctly were tallied. Students who did not take the assessment were excluded from the results.

Summary:

Students fared between 61% and 99% correct on the seven terminology questions. On average across all the 7 questions, students were 80% correct. This shows mastery of basic business terminology and meets our expectation of student success.

Two of the questions had lower success rates, Question 10 (68%) and Question 11 (61%). Both of these questions were at higher levels of learning (application, analysis) than most of the others, although Question 8 was also an application question with a high success rate of 99%.

The lower success rate on these two questions may be partly related to the fact that this terminology is covered early in the quarter and the assessment is several months later. Another contributing factor may be the sheer volume of terms in this survey course, which makes it difficult to ensure that students remember those we deem most important. Lastly, the Accounting and Distribution topics are perhaps more novel and difficult to absorb than others for most students.

Enhancement (Part I):

Pedagogy used should be revised to reinforce these terms several times throughout the quarter.

Enhancement (Part II):

No additional resources required.

[Number of Outcomes for BUS 10: 2]