

# Course Assessment Report - 4 Column

## Great Basin College Courses (BUS) - Management

Course Outcomes	Means of Assessment & Criteria / Tasks	Results	Action & Follow-Up
<p>Courses (BUS) - Management - MGT 103 - Intro to Sm Business Mgt - Entrepreneurs - Students will explain the role of entrepreneurs in the economy. (Created By Courses (BUS) - Management)</p> <p><b>Next Assessment:</b> 2016-2017</p> <p><b>Start Date:</b> 03/07/2013</p> <p><b>Course Outcome Status:</b> Active</p>	<p><b>Assessment Measure:</b> Students considered through out the course how small business ownership and entrepreneurship impact the economy. Specifically this outcome was accomplished through the first exam, the Business Plan component assignments, and the final project.</p> <p><b>Assessment Measure Category:</b> Written Test/Exam</p> <p><b>Criterion:</b> N/A</p>	<p>03/15/2013 - In tabulating the student's scores for the first exam, I find that 67% achieved a passing grade and 19 scored a "C" or better. This calculation included those who did not take the first exam (3). Some students struggle with the first exam but then earned scores on subsequent exams of much higher values. I attribute this to the learning curve of what to expect on exams and more targeted studying of critical materials.</p> <p><b>Criterion Met:</b> N/A</p> <p><b>Reporting Period:</b> 2012-2013</p>	<p>03/15/2013 - No changes planned for the exams at this time but I am reviewing the Business Plan component assignments to gauge their value in the final plan completion rate.</p>
<p>Courses (BUS) - Management - MGT 103 - Intro to Sm Business Mgt - Funding - Students will identify sources of funding. (Created By Courses (BUS) - Management)</p> <p><b>Next Assessment:</b> 2016-2017</p> <p><b>Start Date:</b> 03/07/2013</p> <p><b>Course Outcome Status:</b> Active</p>	<p><b>Assessment Measure:</b> Students specifically addressed this outcome on two component assignments, Discussion Question 6, and on Exam 4A.</p> <p><b>Assessment Measure Category:</b> Assignment - Written</p> <p><b>Criterion:</b> N/A</p>	<p>03/15/2013 - Student understanding of funding sourcing and its importance to the enterprise were thoroughly considered in our Week 12 DQ. The majority of the class had high quality and quantity of involvement in the discussion with a general consensus that funding was critical but also difficult to attain. 80% of the students completed the "Start-Up Cost" assignment that highlighted the capital needs of their company.</p> <p><b>Criterion Met:</b> N/A</p> <p><b>Reporting Period:</b> 2012-2013</p>	<p>03/15/2013 - I did note that the scores for Exam 4 were the lowest of all previously exams and will review the questions (50 question exam) to ensure there is a balanced ratio of easy/moderate/difficult questions.</p>
<p>Courses (BUS) - Management - MGT 103 - Intro to Sm Business Mgt - Strategies - Students will identify strategies for building a competitive advantage. (Created By Courses (BUS) - Management)</p> <p><b>Next Assessment:</b> 2016-2017</p>	<p><b>Assessment Measure:</b> Students consider competitive advantage in chapters 14 thru 18 of the textbook, additionally Discussion Questions 4 and 6 addresses the topic, and Exam 5A ties all the factors together.</p> <p><b>Assessment Measure Category:</b> Discussion</p>	<p>03/15/2013 - Student's participation and scores in DQ 4 were notably strong. The topic was the Marketing Research Process and which would be most challenging for them personally. There was high engagement all week by the majority of students. Unfortunately, Exam 5 (the last exam in the course) historically has lower completion rates</p>	<p>03/15/2013 - No changes planned for subsequent semester course offerings at this time for this particular deliverable.</p>

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<b>Start Date:</b> 03/07/2013  <b>Course Outcome Status:</b> Active	<b>Criterion:</b> N/A	as students either know they will not pass the course or students use this exam as their "lowest attempted exam score to be dropped", so I can not gauge the impact on outcome achievement with this metric.  <b>Criterion Met:</b> N/A <b>Reporting Period:</b> 2012-2013	
Courses (BUS) - Management - MGT 103 - Intro to Sm Business Mgt - Business Planning - Students will describe the steps in preparing a business plan. (Created By Courses (BUS) - Management)  <b>Next Assessment:</b> 2016-2017  <b>Start Date:</b> 03/07/2013  <b>Course Outcome Status:</b> Active	<b>Assessment Measure:</b> Students were given the opportunity to submit individual Business Plan components for instructor review and feedback during the course.  <b>Assessment Measure Category:</b> Assignment - Written  <b>Criterion:</b> N/A	03/15/2013 - Although most students submitted these assignments, many did not put forth the needed effort to earn a high score nor achieve the outcome goal. Upon final Business Plan submission and subsequent instructor review, I note that many did not incorporate the recommendations made in my copious feedback for individual components but rather just submitted their original contributions in the final Plan.  <b>Criterion Met:</b> N/A <b>Reporting Period:</b> 2012-2013	03/15/2013 - I have reduced the number of individual component assignments to the two most critical and assigned a higher point value to each. With critical instructor feedback, the students should be able to focus on component improvement for the final Plan.
Courses (BUS) - Management - MGT 103 - Intro to Sm Business Mgt - Understanding of Profitability - Students will forecast a new venture's profitability. (Created By Courses (BUS) - Management)  <b>Next Assessment:</b> 2016-2017  <b>Start Date:</b> 03/07/2013  <b>Course Outcome Status:</b> Active	<b>Assessment Measure:</b> Students had three opportunities to achieve this desired outcome. In the readings of Chapter 10 and 11 the outcome is emphasized but the students had an assignment that required them to provide three years of financials, including projected Income and Cash Flows. Lastly, they had to include this key component in their Business Plan with a point allocation of 15% of the total grade.  <b>Assessment Measure Category:</b> Assignment - Written  <b>Criterion:</b> N/A	03/15/2013 - A full 30% of the class did not submit the key component assignment thereby missing out on the value of critical instructor feedback. This also impacted their final Business Plan projects as they did not have a draft to work with to ensure a high quality submission. Understanding the Financials seems to be the most difficult area for most of these, typically first year, students.  <b>Criterion Met:</b> N/A <b>Reporting Period:</b> 2012-2013	03/15/2013 - As in Outcome #4, I have reduced the number of component submission and specifically targeted the Financials with a high point allocation and will improve the directions to emphasize the importance of this topic. I will continue to provide highly detailed and quality feedback to help the students improve in this critical area.

Course Outcomes	Means of Assessment & Criteria / Tasks	Results	Action & Follow-Up
<p>Courses (BUS) - Management - MGT 103 - Intro to Sm Business Mgt - Consumer Behavior - Students will explain the basic concepts of consumer behavior (Created By Courses (BUS) - Management)</p> <p><b>Next Assessment:</b> 2016-2017</p> <p><b>Start Date:</b> 03/07/2013</p> <p><b>Course Outcome Status:</b> Active</p>	<p><b>Assessment Measure:</b> Students have two opportunities to achieve this stated outcome, through Exam 4A and through the Marketing Plan component assignment for their Business Plan Project.</p> <p><b>Assessment Measure Category:</b> Written Test/Exam</p> <p><b>Criterion:</b> N/A</p>	<p>03/15/2013 - Most students did a good job with the Marketing Plan assignment but it covered many areas in addition to consumer behavior, which is in fact a very small portion of the assignment. Exam 4A covered the Financials and the Marketing Plan areas of study, with the primary emphasis for students the Financials.</p> <p><b>Criterion Met:</b> N/A</p> <p><b>Reporting Period:</b> 2012-2013</p>	<p>03/15/2013 - As the consumer behavior outcome is not a critical component of the Small Business Management course, I plan to remove it as a specific outcome for subsequent semesters. Please see notes below.</p> <hr/>