

Course Assessment Report
Washtenaw Community College

Discipline	Course Number	Title
Business Management	155	BMG 155 11/19/2018- Business on the Internet
Division	Department	Faculty Preparer
Business and Computer Technologies	Business	Donna Rochester
Date of Last Filed Assessment Report		

I. Review previous assessment reports submitted for this course and provide the following information.

1. Was this course previously assessed and if so, when?

No

2. Briefly describe the results of previous assessment report(s).

3.

4. Briefly describe the Action Plan/Intended Changes from the previous report(s), when and how changes were implemented.

5.

II. Assessment Results per Student Learning Outcome

Outcome 1: Define and apply tactics that leverage current and emerging technologies in marketing and operations.

- Assessment Plan
 - Assessment Tool: Departmental exam
 - Assessment Date: Fall 2015
 - Course section(s)/other population: Entire class, all sections.
 - Number students to be assessed: Entire class, all sections.
 - How the assessment will be scored: Answer key
 - Standard of success to be used for this assessment: 70% of the students will score 70% or greater.

- Who will score and analyze the data: Instructors

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2017		

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
50	38

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

Of the total enrollment, nine students dropped the course, while three students did not take the comprehensive departmental exam.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

Two sections of this course ran in Fall 2017. One section was online and one section was face-to-face. The same exam was administered to both classes under the same time and resource conditions.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

The same comprehensive departmental exam was administered to students in both sections and was computer scored. This outcome was assessed with three specific questions from the exam. Questions 1, 5, and 6 were used to assess this outcome.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes
 100 percent of students scored 94 percent or better. The goal was 75 percent of students scoring 75 percent or better.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

The student assessment demonstrates strength in emerging technologies and digital navigation in digital marketing applications. However, there is a small difference between online and face-to face in one exam question.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

The lowest percent in this outcome was 94% on one specific digital application.

Outcome 2: Define terms related to business on the Internet and list technologies of the Internet.

- Assessment Plan
 - Assessment Tool: Departmental exam
 - Assessment Date: Fall 2015
 - Course section(s)/other population: Entire class, all sections.
 - Number students to be assessed: Entire class, all sections.
 - How the assessment will be scored: Answer key
 - Standard of success to be used for this assessment: 70% of the students will score 70% or greater.
 - Who will score and analyze the data: Instructors

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2017		

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
50	38

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

Nine students dropped the course, while three students did not take the comprehensive departmental exam.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

Two sections of this course ran in Fall 2017. One section was online, and one section was face-to-face. The same exam was administered to both classes under the same time and resource conditions.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

The same comprehensive departmental exam was administered to students in both sections and was computer scored. This outcome was assessed with three specific questions from the exam. Questions 2, 3, and 10 were used to assess this outcome.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes

100 percent of the students scored 91 percent or higher. Goal was 75 percent of the students scoring 75% or better.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

The student assessment demonstrates strength in understanding and applying business internet technologies. Both online and face-to-face scored almost exactly with only a 3 percent difference on question 10.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

The lowest percent in this outcome was 91% on one specific digital term.

Outcome 3: Identify emerging tools and how they can be applied in business operations and/or marketing strategy.

- Assessment Plan
 - Assessment Tool: Departmental exam
 - Assessment Date: Fall 2015

- Course section(s)/other population: Entire class, all sections.
- Number students to be assessed: Entire class, all sections.
- How the assessment will be scored: Answer key
- Standard of success to be used for this assessment: 70% of the students will score 70% or greater.
- Who will score and analyze the data: Instructors

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2017		

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
50	38

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

Nine students dropped the course, while three students did not take the comprehensive departmental exam.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

Two sections of this course ran in Fall 2017. One section was online, and one section was face-to-face. The same exam was administered to both classes under the same time and resource conditions.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

The same comprehensive departmental exam was administered to students in both sections and was computer scored. This outcome was assessed with three specific questions from the exam. Questions 7, 8, and 16 were used in this outcome assessment.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this

learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes

100 percent of the students scored 77 percent or higher. Goal was 75 percent of the students scoring 75% or better.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

The student assessment demonstrates strength in digital tools in digital marketing applications. However, there is a small difference between online and face-to face in two exam questions.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

The lowest percent in this outcome was 77% on one specific digital application. Improvement in this area has been addressed in winter 2019 term.

III. Course Summary and Intended Changes Based on Assessment Results

1. Based on the previous report's Intended Change(s) identified in Section I above, please discuss how effective the changes were in improving student learning.

Not previously assessed.

2. Describe your overall impression of how this course is meeting the needs of students. Did the assessment process bring to light anything about student achievement of learning outcomes that surprised you?

I was surprised with the online versus face-to-face results of question 16 in outcome #3, as this tool is likely one of the most critical in the digital space. The tool of the URL was referred to as "link" in the online course written by a different instructor. There was a 17% difference in score.

3. Describe when and how this information, including the action plan, was or will be shared with Departmental Faculty.

As the instructor, I have revised the language in the online section to match language in the face-to-face section.

4. Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Other: Language	In reviewing the student scores for Outcome #3, question 16, there was a 17 percent difference in score between the online course and the face-to-face course.	After analyzing the course content for both, the URL language in the online (lowest score) course was different from the face-to-face language. Beginning with W19, the online course language has been revised to match the correct URL defining language.	2019

5. Is there anything that you would like to mention that was not already captured?

6.

III. Attached Files

[Assessment Data Sheet](#)

Faculty/Preparer: Donna Rochester **Date:** 06/26/2019

Department Chair: Douglas Waters **Date:** 06/27/2019

Dean: Eva Samulski **Date:** 06/27/2019

Assessment Committee Chair: Shawn Deron **Date:** 08/19/2019