WASHTENAW COMMUNITY COLLEGE

PROGRAM ASSESSMENT REPORT

Program Code: CTMNGC	**Program Name: Management Certificate**
Division: BCT	**Department: Business**
Award ☐ A.A. ☐ A.S ☐ A.A.S. ☒ Cert. ☐ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Completion	

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

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

> A previous assessment was not on file.

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

> A previous assessment was not on file.

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

> A previous assessment was not on file.

II. Background Information

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)
2020	2021	2021

2. Assessment tool(s) used (check all that apply):

☐ Portfolio
☒ Test or outcome-related test questions
☐ Other external certification/licensure exam (please describe):_____
☐ Externally evaluated performance or exhibit
☐ External evaluation of job performance (internship, co-op, placement, other)
☐ Capstone experience (please describe):
☐ Graduate Survey
☐ Employer Survey
☐ Transfer follow-up
☐ Other (please describe):_____

3. Indicate the number of students assessed/total number of students enrolled in the course(s)/program.

# of students assessed	Total population in course(s) or program
~ 190	~233

PROGRAM ASSESSMENT REPORT

4. Describe how you selected students for the assessment.
   a. Describe your sampling method.
   b. Describe the population assessed (e.g. students in capstone course, graduating students, alumni, etc.).

> All students in all sections in the BMG 230 Principles of Management course in the semesters being reviewed.

III. Results

1. State every outcome (verbatim) from the Program Proposal form or the Assessment Plan Change Form for the program. *Add more lines as needed.*

1. Students will be able to recognize and apply tools and skills required for management in common organizational settings.
2. Students will be able to recognize and apply management skills, tools and functions of management in common organizational situations.

2. Briefly describe assessment results <mark>for each outcome</mark> based on data collected during the program assessment, demonstrating the extent to which students are achieving each of the learning outcomes listed above. ***Please attach a <u>summary of the data collected</u> (as a separate document).*** *Add more lines as needed.*

1. The standard of success from the PAP says "The average score of all students should meet or exceed 80% as an indicator of success." However, we determined that an average score for all students wasn't an appropriate standard of success. Therefore, we revised the standard to state that 75% of the students will score 70% or better. This is regardless of semester, modality, or duration of the semester.
2. The standard of success from the PAP says "The average score of all students should meet or exceed 80% as an indicator of success." However, we determined that an average score for all students wasn't an appropriate standard of success. Therefore, we revised the standard to state that 75% of the students will score 70% or better. This is regardless of semester, modality, or duration of the semester.

3. For each outcome assessed, indicate the standard of success used, and the number and percentage of students who achieved that level of success. ***Please attach the <u>rubric/scoring guide</u> used for the assessment (as a separate document).*** *Add more lines as needed.*

1. The results for this outcome were calculated using the total number of attempts divided by the total number of students who scored 70% or higher. We looked at this information by semester and by item. We also reviewed the differences in performance between the Discussion Board and the tests. Overall 89% of the students scored 70% or higher. This meets the standard of success that 75% of students will achieve a score of 70% or better on each item assessed. Attached is a spreadsheet detailing – by outcome, by semester and by section – the number of attempts, the number of students scoring 70% or better, and the percent scoring 70% or better. Summary stats for all semesters are also included.
2. The results for this outcome were calculated using the total number of attempts divided by the total number of students who scored 70% or higher. We looked at this information by semester and by item. We also reviewed the differences in performance between the Skill Development and the Case Dilemma questions. Overall, 95% of the students scored 70% or

PROGRAM ASSESSMENT REPORT

> higher. This exceeds the standard of success that 75% of students will achieve a score of 70% or better on each item assessed. Attached is a spreadsheet detailing – by outcome, by semester and by section – the number of attempts, the number of students scoring 70% or better, and the percent scoring 70% or better. Summary stats for all semesters are also included.

Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in assessment results.

Strengths:

> Students did an excellent job at applying the concepts to real world scenarios, especially topics related to hiring decisions (91%) and customer service issues (97%). They also performed well in topics related to building their skills, especially doing a self-assessment by creating a personal SWOT (strengths, weaknesses, opportunities, and threats) analysis (95%).

Weaknesses:

> A closer analysis of the results showed that students struggled mostly with leadership management principles (80%), especially topics related to motivations and managing teams. The other area where students struggled related to planning and controlling employee activity (84%), especially work related to projects.

IV. Changes influenced by assessment results

1. Based on the previous assessment report Action Plan(s) identified in Section I above, please discuss how effective any changes were in improving student learning.

> A previous assessment was not on file.

2. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses. If students met all expectations, describe your plan for continuous improvement.

> A revamp of BMG 291 Project Management will be completed in 2022 so as to address the weaknesses identified above related to leadership management principles as well as planning and controlling employee activity, especially project work. This will also include an OER textbook to ensure these topics are reinforced.

3. Identify any other intended changes that will be instituted based on results of this assessment activity. Describe changes and give rationale for change. (Check all that apply).

   a. ☐ Outcomes/assessments from Program Assessment Plan Change Form or Program Proposal form:

   b. ☐ Program Curriculum:

PROGRAM ASSESSMENT REPORT

☐ Course sequencing
☐ Course deletion
☐ Course addition
☐ Changes to existing program courses (specify):
☐ Other (specify):

c. ☐ Other (specify):

4. What is the timeline for implementing these actions?

> BMG 291 will be revamped in 2022.

V. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this program.

> The assessment tools allowed a big picture look at how well the students were understanding concepts, principles, and practices related to management.

2. If the assessment tools were not effective, describe the changes that will be made for future assessments.

> N/A

3. Describe when and how these assessment results will be discussed with the department and/or the faculty at large.

> Doug Waters, Department Chair, will share this assessment at the January In-service Department meeting.

Signatures:

Reviewer	Print Name	Signature	Date
Initiator	Cheryl S,. Byrne, PhD	CSByrne (electronic)	Dec 13, 2021
Department Chair	Doug Waters	Doug Waters	12/13/2021
Division Dean/Administrator	Eva Samulski	Eva Samulski	December 13, 2021
Assessment Committee Chair		Shawn Deron	4/28/2022
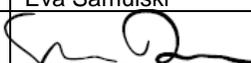
Do not write in shaded area.   Entered in: Banner_____ C&A Database_____ Log File _____

Reviewed by C&A Committees 3/24/22

==**Please return completed form to the Office of Curriculum & Assessment, SC 257
or by e-mail to curriculum.assessment@wccnet.edu .**==