

Assessment: Course Four Column

Fall 2017



El Camino: Course SLOs (BUS) - Business Management and Marketing

ECC: BUS 14:Marketing

<i>Course SLOs</i>	<i>Assessment Method Description</i>	<i>Results</i>	<i>Actions</i>
<p>SLO #2 Marketing Plan - Develop a marketing plan that achieves organizational objectives and incorporates ROI and other controlling metrics.</p> <p>Course SLO Status: Active</p> <p>Course SLO Assessment Cycle: 2014-15 (Fall 2014), 2016-17 (Fall 2016), 2017-18 (Fall 2017), 2020-21 (Fall 2020)</p> <p>Input Date: 11/25/2013</p> <p>Inactive Date:</p> <p>Comments:</p>	<p>Project - In groups, students will create a product and brand of their choosing. Each group will research and write an integrated marketing plan on the company and product of their choice. The report will be a comprehensive plan covering all aspects of marketing discussed throughout the course. In addition, each group will provide a 20-30 minute presentation of the Marketing Plan and be able to address questions from students and the Instructor.</p> <p>Standard and Target for Success: It is expected that 70% of students will score 70% or above on this SLO.</p> <p>Additional Information:</p>	<p>Semester and Year Assessment Conducted: 2017-18 (Fall 2017)</p> <p>Standard Met? : Standard Met</p> <p>Section 3126: Semester Project: Integrated Marketing Plan: Results: 91% achieved a score of 70% or better (29/32) A total of 32 students from the Fall 2017 course of BUS 14 3126 participated in and completed the assessment of SLO #2 with 29 out of 29 students (100% Success) achieving a 88% average score. 70% reflects acceptable achievement level. This data suggests that students were able to comprehend the material and prepare/research and write an integrated marketing plan on the company and product of their choice. The report reflected comprehensive plan covering all aspects of marketing discussed throughout the course. Student success is based on the fact that faculty is teaching to the course outline and the proper course objectives are being stressed. We will continue and monitor this assessment in the future to ensure outcomes continue to be challenging students.</p> <p>Section 3127: Semester Project: Integrated Marketing Plan: Results: 100% achieved a score of 70% or better (22/22) A total of 22 students from the Fall 2017 course of BUS 14 3127 participated in and completed the assessment of SLO</p>	<p>Action: Management/Marketing faculty need to re-evaluate assessment to ensure students understand the core requirements of creating an integrated marketing plan. (12/16/2018)</p> <p>Action Category: Teaching Strategies</p>

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#2 with 22 out of 22 students (100% success) achieving a 94% average score. 70% reflects acceptable achievement level. This data suggests that students were able to comprehend the material and prepare/research and write an integrated marketing plan on the company and product of their choice. The report reflected comprehensive plan covering all aspects of marketing discussed throughout the course. Student success is based on the fact that faculty is teaching to the course outline and the proper course objectives are being stressed. We will continue and monitor this assessment in the future to ensure outcomes continue to be challenging students. (12/16/2017)

% of Success for this SLO:

Faculty Assessment Leader: J. Mufich

Faculty Contributing to Assessment:

ECC: BUS 22:Human Relations in Organizations

<i>Course SLOs</i>	<i>Assessment Method Description</i>	<i>Results</i>	<i>Actions</i>
<p>SLO #1 Interacting Variables - Evaluate interacting variables that occur in human behavior, such as motivation, perception, frustration, psychological conflicts, attitude, and values.</p> <p>Course SLO Status: Active</p> <p>Course SLO Assessment Cycle: 2014-15 (Fall 2014), 2017-18 (Fall 2017), 2020-21 (Fall 2020)</p> <p>Input Date: 11/25/2013</p> <p>Inactive Date:</p> <p>Comments::</p>	<p>Exam/Test/Quiz - Students complete an exam which tests knowledge and application of behavioral science theories related to motivation, perception, conflict, attitudes, values, and other interacting variables of human behavior.</p> <p>Standard and Target for Success: 75% of students will score a 70% or above on the assessment.</p> <p>Additional Information:</p>	<p>Semester and Year Assessment Conducted: 2017-18 (Fall 2017)</p> <p>Standard Met? : Standard Met</p> <p>25 out of 33 students who took the assessment scored above 70% -- a success rate of 76%. The SLO assesses students' understanding and application of behavioral science theories and concepts. The target was minimally met, possibly due to a change in the assessment instrument. Currently faculty still use differing assessment instruments. Due to the large number of theories and variables, a single assessment is difficult to implement as the assessment usually requires an entire test. (02/23/2018)</p> <p>% of Success for this SLO:</p> <p>Faculty Assessment Leader: J. Escalante Troesh</p> <p>Faculty Contributing to Assessment:</p>	<p>Action: Track assessment success rates of the individual assessment tool to determine how the change impacts success over time. (09/01/2018)</p> <p>Action Category: SLO/PLO Assessment Process</p> <p>Follow-Up: Based on the previous assessment, the assessment tool was changed from a group assessment to an individual assessment to better assess students. The result was a lowering of the individual success rate, but students still met the standard. (03/07/2018)</p>

ECC: BUS 25:Introduction to Business

Course SLOs	Assessment Method Description	Results	Actions
<p>SLO #3 Management of Human Resources - Students will demonstrate their knowledge of managing and motivating employees by applying various compensation and motivational models.</p> <p>Course SLO Status: Active</p> <p>Course SLO Assessment Cycle: 2014-15 (Fall 2014), 2014-15 (Spring 2015), 2017-18 (Fall 2017), 2019-20 (Fall 2019)</p> <p>Input Date: 11/25/2013</p> <p>Inactive Date:</p> <p>Comments::</p>	<p>Exam/Test/Quiz - Exam: Each exam will consist of 50 Questions (10 True/False; 40 Multiple Choice). The exams will measure each student's knowledge, comprehension, application, and analysis.</p> <p>Question on the Exam: Which motivational approach would you use when coaching an employee who is underperforming? The options are: McGregor's Theory X and Y, Goal-Setting Theory, Expectancy Theory, Reinforcement Theory, Equity Theory, or Job Enrichment. Justify your answer.</p> <p>Standard and Target for Success: It is expected that 70% of students will score 70% or above on these SLO's (Excluding No Show Student Test Takers)</p> <p>Additional Information:</p>	<p>Semester and Year Assessment Conducted: 2017-18 (Fall 2017)</p> <p>Standard Met? : Standard Met</p> <p>Exam #3: Management of HR Results: 90% achieved a score of 70% or better (37 out of 41 Students)</p> <p>A total of 41 students from the Fall 2017 course of BUS 25 3193 participated in and completed the assessment of SLO #3 with 37 out of 41 students (90% Success) achieving a 78% average score. 70% reflects acceptable achievement level. This data suggests that students were able to comprehend the material and recommend an appropriate motivational approach to address an underperforming employee. Student success is based on the fact that faculty is teaching to the course outline and the proper course objectives are being stressed. We will continue and monitor this assessment in the future to ensure outcomes continue to be challenging students. (12/05/2017)</p> <p>% of Success for this SLO:</p> <p>Faculty Assessment Leader: J. Mufich</p> <p>Faculty Contributing to Assessment:</p>	<p>Action: Management/Marketing faculty need to re-evaluate assessment to ensure students understand the core requirements of Human Resource Management strategies to motivate employees. (12/15/2018)</p> <p>Action Category: Teaching Strategies</p>
	<p>Multiple Assessments - A group case study covering the major concepts related to human resources management. An exam of multiple choice questions covering the concepts of related to human resources management</p> <p>Standard and Target for Success: It is expected that 80% of the students will score 70% or above on the assessment.</p> <p>Additional Information:</p>	<p>Semester and Year Assessment Conducted: 2017-18 (Fall 2017)</p> <p>Standard Met? : Standard Met</p> <p>Across two sections, 53 students scored 70% or better out of 56 students attempted; a success rate of 95%. This met the target for success of at least 80%. Success rates were consistent amongst the assessment methods, whether a group case study or an individual objective exam was used. The assessment data was somewhat limited with only two sections reporting due to some adjunct faculty not returning assessment results within the time period required. (03/02/2018)</p> <p>% of Success for this SLO:</p> <p>Faculty Assessment Leader: J. Escalante Troesh</p> <p>Faculty Contributing to Assessment: K. Green</p>	<p>Action: Improve communication to adjunct faculty to increase section participation in the SLO Process. (06/01/2020)</p> <p>Action Category: SLO/PLO Assessment Process</p>

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<p>SLO #4 Marketing - Students will explain how marketing activities help to create consumer wants and sell products and services.</p> <p>Course SLO Status: Active</p> <p>Course SLO Assessment Cycle: 2014-15 (Fall 2014), 2014-15 (Spring 2015), 2017-18 (Fall 2017), 2019-20 (Fall 2019)</p> <p>Input Date: 11/25/2013</p> <p>Inactive Date:</p> <p>Comments::</p>	<p>Exam/Test/Quiz - Exam: Each exam will consist of 50 Questions (10 True/False; 40 Multiple Choice). The exams will measure each student's knowledge, comprehension, application, and analysis.</p> <p>Question on the Exam: How do marketing efforts, such as an email campaign, print ads, billboards, and/or direct mailers, drive consumer desire for a product or service and generate additional sales?</p> <p>Standard and Target for Success: It is expected that 70% of students will score 70% or above on these SLO's (Excluding No Show Student Test Takers)</p> <p>Additional Information:</p>	<p>Semester and Year Assessment Conducted: 2017-18 (Fall 2017)</p> <p>Standard Met? : Standard Met</p> <p>Exam #3: Marketing Results: 90% achieved a score of 70% or better (37 out of 41 Students)</p> <p>A total of 41 students from the Fall 2017 course of BUS 25 3193 participated in and completed the assessment of SLO #4 with 37 out of 41 students (90% Success) achieving a 78% average score. 70% reflects acceptable achievement level. This data suggests that students were able to comprehend the importance of the marketing mix with particular emphasis on promotion methods of Advertising, Sales Promotions, Personal Selling, and Public Relations in stimulating consumer buying behavior by increasing demand for products and services while achieving company goals and objectives. Student success is based on the fact that faculty is teaching to the course outline and the proper course objectives are being stressed. We will continue and monitor this assessment in the future to ensure outcomes continue to be challenging students. (12/15/2017)</p> <p>% of Success for this SLO:</p> <p>Faculty Assessment Leader: J. Mufich</p> <p>Faculty Contributing to Assessment:</p>	<p>Action: Management/Marketing faculty need to re-evaluate assessment to ensure students understand the core requirements of Marketing in driving consumer demand for products (goods, services, and ideas). (12/15/2018)</p> <p>Action Category: Teaching Strategies</p>
	<p>Multiple Assessments - A group case study covering the major concepts related to marketing. An exam of multiple choice questions covering the concepts related to marketing.</p> <p>Standard and Target for Success: It is expected that 80% of the students will score 70% or above on the quiz.</p> <p>Additional Information:</p>	<p>Semester and Year Assessment Conducted: 2017-18 (Fall 2017)</p> <p>Standard Met? : Standard Met</p> <p>Across two sections, 55 students scored 70% or better out of 59 students attempted; a success rate of 93%. This met the target for success of at least 80%. Success rates were consistent amongst the assessment methods, whether a group case study or an individual objective exam was used. The assessment data was somewhat limited with only two sections reporting due to some adjunct faculty not returning assessment results within the time period required. (03/02/2018)</p> <p>% of Success for this SLO:</p> <p>Faculty Assessment Leader: J. Escalante Troesh</p> <p>Faculty Contributing to Assessment: K. Green</p>	<p>Action: Improve communication to adjunct faculty to increase section participation in the SLO Process. (06/01/2020)</p> <p>Action Category: SLO/PLO Assessment Process</p>