



Course SLO Assessment Report - 4-Column

El Camino College

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

Course SLOs	Assessment Methods & Standard and Target for Success / Tasks	Results	Action & Follow-Up
<p>El Camino: Course SLOs (BUS) - Business Management and Marketing - ECC: BUS 12 - Advertising - SLO #1 Advertising Terms - Learn a comprehensive working vocabulary of advertising-related terminology and apply concepts to organizational needs. (Created By El Camino: Course SLOs (BUS) - Business Management and Marketing)</p> <p>Course SLO Assessment Cycle: 2013-14 (Spring 2014)</p> <p>Input Date: 11/12/2013</p> <p>Course SLO Status: Active</p>	<p>Assessment Method Description: Students developed an integrated advertising campaign for a business of their choosing, which integrated all concepts from the course into a single plan.</p> <p>Assessment Method: Project</p> <p>Standard and Target for Success: 85% of students will score a 75% or above on the "Objective Exam"</p>	<p>09/02/2014 - A total of 36 students completed the assessment with 94% scoring above 75% (34 out of 36).</p> <p>The assessment showed that students met the SLOs at a very high rate. This success rate suggests a need to improve the rigor of the assessment.</p> <p>The same assessment was used for all three SLOs resulting in difficulty in assessing student achievement of each SLO individually. For future semesters, a separate assessment for each SLO will need to be developed to get a better understanding of student achievement. A standardization of the assessment tools across the department along with greater training of adjunct faculty will be required.</p> <p>Standard Met? : Yes</p> <p>Semester and Year Assessment Conducted: 2013-14 (Spring 2014)</p> <p>Faculty Assessment Leader: Joshua Troesh</p> <p>Faculty Contributing to Assessment: Norman Riggs</p>	<p>03/02/2015 - Develop a standard individual assessment tool for each of the three SLOs.</p> <p>Action Category: SLO/PLO Assessment Process</p> <p>02/01/2015 - Analyze the assessment tool to determine if an increase in rigor is needed.</p> <p>Action Category: SLO/PLO Assessment Process</p>
<p>El Camino: Course SLOs (BUS) - Business Management and Marketing - ECC: BUS 17 - Personal Finance - SLO #1 Develop Financial Goals - Students learn how to develop short and long-term goals and create a budget to achieve life goals. (Created By El Camino: Course SLOs (BUS) - Business Management and Marketing)</p> <p>Course SLO Assessment Cycle: 2013-14 (Spring 2014)</p> <p>Input Date: 11/25/2013</p> <p>Course SLO Status: Active</p>	<p>Assessment Method Description: Students were assessed based on a "Budget Project" in which they developed their own personal life goals, assessed priorities, and developed a monthly budget.</p> <p>Assessment Method: Project</p> <p>Standard and Target for Success: It is expected that 85% of students will score a 70% or above on the "Budget Project"</p>	<p>08/29/2014 - 87.5% of the students scored a 70% or above on the budget assignment. Students do well on this assignment because the class lecture and/or in-class activities prepare them to analyze their goals, priorities, expenditures, income, and develop their own practical budget. Students are often self-motivated to work out their personal budget issues since they understand the importance of having enough money to meet their basic needs and obligations.</p> <p>Standard Met? : Yes</p> <p>Semester and Year Assessment Conducted: 2013-14 (Spring 2014)</p> <p>Faculty Assessment Leader: M. SomdeCerff</p>	<p>02/01/2015 - Develop standard assessment tool (such as project requirements) for all SLOs to ensure consistency across all sections of Business 17.</p> <p>Action Category: SLO/PLO Assessment Process</p> <p>12/05/2014 - The target of 85% of the students seems rather high considering the target result of other business management courses are generally 75 to 80%. Considering not all students will complete their homework or projects and some will not successfully (70% or higher) complete the assignment the target 75 to 80% should be discussed.</p>

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			Action Category: SLO/PLO Assessment Process
		<p>11/28/2013 - A total of 55 students completed the assessment with 90.9% scoring above 70% (50 out of 55). The average score was 81.1%.</p> <p>Standard Met? : Yes</p> <p>Semester and Year Assessment Conducted: 2013-14 (Fall 2013)</p> <p>Faculty Assessment Leader: Joshua Troesh</p> <p>Reviewer's Comments: Overall it is not surprising that students scored higher on the first two assessments than on the third, as students had a period of 8 weeks to complete each of the first two assessments, while only had 1.5 hours to complete the third assessment (objective exam). Additionally, the first two assessments were projects about the students' own finances and goals, suggesting that students may have done better on the assessments due to the fact that they were more engaged in the subject matter. Students who did not complete one of the assessments scored significantly lower on the assessments they did complete when compared to students who completed all three assessments. This suggests the assessments not only assess students' skills, but also help students build the skills necessary to be successful in the other SLOs (as designed).</p> <p>Although the assessment for SLO 3 does not meet target, it is within 3% of meeting target. This suggests that minor changes are necessary in instruction or assessment to bring students to standard with the assessment. With the curriculum for the course being significantly updated in the Fall 2013 semester, the next assessment timetable will provide valuable data on if the changes in curriculum achieved their goal.</p>	<p>09/01/2014 - The curriculum for BUS 17 was rewritten during the Fall 2013 semester and approved by the College Curriculum Committee. As we look at assessments going forward, this new curriculum should more closely align with the SLOs and provide for better student success.</p> <p>Action Category: Curriculum Changes</p>
El Camino: Course SLOs (BUS) - Business Management and Marketing - ECC: BUS 20 - Business Management - SLO #3 Integrated Planning - Analyze and express how all aspects of an organization (marketing, accounting, operations, human resources etc.) interrelate to support the goals of the large organization. (Created By El Camino: Course SLOs (BUS) -	Assessment Method Description: Students identified a Fortune 500 business and researched articles and case studies about the company. Students analyzed how the company used concepts from the book to achieve their corporate goals through the marketing, accounting, operations, and human resources functions.	<p>09/02/2014 - 26 students completed the assessment 19 students scored 90% or above on the assessment 4 students scored 76% to 90% on the assessment 3 students scored 75% or below on the assessment</p> <p>Overall it is not surprising that students scored high on the assessment, as students had a period of 14 weeks to complete the assessments. The high rate of</p>	<p>09/01/2015 - Analyze the assessment tool and possibly improve the rigor of the assessment tool to ensure students have met the outcome.</p> <p>Action Category: SLO/PLO Assessment Process</p>

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Business Management and Marketing) Course SLO Assessment Cycle: 2013-14 (Spring 2014) Input Date: 11/25/2013 Course SLO Status: Active	Assessment Method: Project Standard and Target for Success: 80% of students will score above 75% on the “Project” assessment	achievement shows a need to adjust the assessment to improve rigor. Standard Met? : Yes Semester and Year Assessment Conducted: 2013-14 (Spring 2014) Faculty Assessment Leader: Joshua Troesh	
El Camino: Course SLOs (BUS) - Business Management and Marketing - ECC: BUS 21 - Human Resources Management - SLO #1 Human Resource Process - Students will explain key human resources concepts including: human resource strategy development and planning, as well as recruitment and selection practices. (Created By El Camino: Course SLOs (BUS) - Business Management and Marketing) Course SLO Assessment Cycle: 2013-14 (Spring 2014) Input Date: 11/25/2013 Course SLO Status: Active	Assessment Method Description: A written assignment was given to evaluate students' understanding of basic human resources terms and concepts. Assessment Method: Essay/Written Assignment Standard and Target for Success: It is expected that 80% of the students will score 70% or better on the assignment.	09/11/2014 - 86% of the students scored 70% or better on the assignment that included explaining key human resources terms such as strategy, planning, recruitment, and selection. The result would have been slightly better if all students completed the assignment. The successful results could be attributed to providing the students with an example and discussing the aspects that made the work an "A" paper. Standard Met? : Yes Semester and Year Assessment Conducted: 2013-14 (Spring 2014) Faculty Assessment Leader: M. SomdeCerff	02/01/2015 - Review the assessment tool (written assignment) to ensure assessment results accurately reflect student progress and success is not underestimated. Revise assessment tool if needed. Action Category: SLO/PLO Assessment Process
El Camino: Course SLOs (BUS) - Business Management and Marketing - ECC: BUS 25 - Introduction to Business - SLO #5 Managing Financial Resources - Students will demonstrate how to make financial decisions by understanding basic accounting and financial statements. (Created By El Camino: Course SLOs (BUS) - Business Management and Marketing) Course SLO Assessment Cycle: 2013-14 (Spring 2014) Input Date: 11/25/2013 Course SLO Status: Active	Assessment Method Description: A quiz or exam that evaluated students' understanding of accounting and financial statements was administered. Assessment Method: Exam/Test/Quiz Standard and Target for Success: It is expected that 80% of the students will score 70% or higher on the quiz or exam.	09/11/2014 - 90% of the students scored 70% or higher on the quiz/exam that evaluated their understanding of accounting and financial statements. This results exceeds the target of 80% and demonstrates students are effectively learning the accounting and financial concepts in Business 25. Standard Met? : Yes Semester and Year Assessment Conducted: 2013-14 (Spring 2014) Faculty Assessment Leader: M. SomdeCerff Faculty Contributing to Assessment: J. Troesh, X. Miranda	02/01/2015 - Develop standard assessment tool (quiz/test questions) for all five SLOs to ensure consistency across all sections of Business 25. Action Category: SLO/PLO Assessment Process