

Assessment: Course Four Column



Courses (BUS) - Management

MGT 103: Intro to Sm Business Mgt

<i>Course Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p>Small business - Define the term small business Course Outcome Status: Active Next Assessment: 2021-2022 Start Date: 09/05/2017</p>	<p>Exam - Exam 1, which covers chapters 1-4 of the textbook. The chapters cover the reasons why small business are started, and the process many owners have followed to get a successful business started. Criterion: The students attempting the exam will score a 72% or higher.</p>	<p>Reporting Period: 2017-2018 Criterion Met: Yes The results of Exam 1 was an average score of 83.85 out of 100 points. All students participated in the exam. The high score was 98 and the low score was 44. Results Analysis: At the first part of the semester the students are engaged as evidenced by the participation numbers. (09/24/2018)</p>	<p>Action: No changes are planned on this Exam. (09/24/2018)</p>
<p>Develop an understanding of how small businesses are started. - Develop an understanding of how small businesses are started. Course Outcome Status: Active Next Assessment: 2021-2022 Start Date: 09/05/2017</p>	<p>Exam - Exams 2,4,& 5 covering the chapters of the book regarding the formation and management of a small business. Criterion: The students attempting the exam will score a 72% or higher</p>	<p>Reporting Period: 2017-2018 Criterion Met: Yes The results of Exam 2 was an average score of 83.85 out of 100 points. All but one student participated in the exam. The high score was 100 (2) and the low score was 56. The results of Exam 4 was an average score of 85. All but three students participated in the exam. The high score was 100 (2) and the low score was 54. The results of Exam 5 was an average score of 82.32. All but three students participated in the exam. The high score was 98 (3) and the low score was an 8. The average score for the Marketing plan was 31.65 of 50. Four students did not participate in the assignment. The average score for the Financial Plan was 42.82 of 50. Eleven students did not participate in the assignment. The average score for the Semester Project of a Business</p>	<p>Action: I will revise the directions for the student Business Plan (09/24/2018)</p>

Course Outcomes	Assessment Measures	Results	Actions
<p>Marketing, planning, finance, administrative controls, and external forces - Develop an understanding of the following elements: marketing, planning, finance, administrative controls, and external forces</p> <p>Course Outcome Status: Active</p> <p>Next Assessment: 2021-2022</p> <p>Start Date: 09/05/2017</p>	<p>Assignment - Written - Business Plan components which include the marketing plan and financial plan. The two sections develop into the semester project of developing a modified business plan.</p> <p>Criterion: The students attempting the assignment will score a 72% or higher.</p>	<p>plan was 96.16 out of 100 points. Ten students did not participate in the assignment.</p> <p>Results Analysis: Student participation in the semester project is a concern. (09/24/2018)</p> <p>Reporting Period: 2017-2018 Criterion Met: Yes and No</p> <p>The average score for the Marketing plan was 31.65 of 50. Four students did not participate in the assignment</p> <p>The average score for the Financial Plan was 42.82 of 50 Eleven students did not participate in the assignment.</p> <p>The average score for the Semester Project of a Business plan was 96.16 out of 100 points. Ten students did not participate in the assignment.</p> <p>Results Analysis: Student participation in the semester project is a concern. Especially the business plan who had ten students not participate. (09/24/2018)</p>	<p>Action: I will revise the directions for the student Business Plan assignments in the Summer of 2018.</p> <p>Procrastination is an issue for the students who do not start early on the semester project. (09/24/2018)</p>
<p>Forms of business ownership and the benefits /drawbacks of each - Identify the basic forms of business ownership and the benefits /drawbacks of each.</p> <p>Course Outcome Status: Active</p> <p>Next Assessment: 2021-2022</p> <p>Start Date: 09/05/2017</p>	<p>Exam - Exam 3, covering the organizational plan, location and financial sections.</p> <p>Criterion: The students attempting the exam will score a 72% or higher.</p>	<p>Reporting Period: 2017-2018 Criterion Met: Yes and No</p> <p>The results of Exam 3 was an average score of 84.4 out of 100 points.</p> <p>All but two students participated in the exam. The high score was 100 (5) and the low score was 62.</p> <p>Results Analysis: The exam has good participation with strong scores. (09/24/2018)</p>	<p>Action: No changes are planned for this exam. (09/24/2018)</p> <p>Follow-Up: Due to a dual credit agreement with the Elko School District, we agree verbally not to change the textbooks for a reasonable time. This usually means that we do not change books for four years. (09/24/2018)</p>