

Course Student Learning Outcome Assessment Report

Evergreen Valley College

Course & Division: BUS082 Submitted by: Philip Tran

Semester & Year of Review: Fall 2018 Date Submitted: November 16, 2018

STUDENT LEARNING OUTCOME ASSESSED

Include the Student Learning Outcome being evaluated and the date of previous assessment (if available).

Question #1: Examine the role of the marketing function and its key components of customer relations, product and value, distribution and pricing, and advertising and promotion.

Question #2: Differentiate between motivational theory, leadership, and management as they impact business.

Question #3: Explain how information and technology impact operational management.

DESCRIPTION OF ASSESSMENT TOOL

Describe the method(s) being used to evaluate the SLO; for example: tests, lab exercises, surveys, final projects, portfolios. Include criteria used for evaluation; for example, rubrics or scoring guidelines.

The 3 questions were incorporated into a quiz as short answer questions. 35 students were given the quiz which included the short response questions. The students were given 2 points for the correct answer, 1 point for partially correct answer and 0 points for incorrect answer.

DATA COLLECTED

Describe the evidence collected; for example: number of students taking exam and grade breakdown; number of surveys administered and responses.

	Question #1	Question #2	Question #3
# of students administered quiz	35	35	35
# of students earned 2 of 2 points	25	28	30
# of students earned 1 of 2 points	5	2	0
# of students earned 0 of 2 points	5	5	5

ANALYSIS OF FINDINGS

Describe your findings in terms of the Course SLO. Does the data reflect the SLO accurately?

The overall average was 82% for all 3 questions. The range was from zero (leaving the answer blank) to 100%. We feel that the data reflects that the students learned this SLO successfully.

RECOMMENDATIONS

Describe any recommendations and timeline for change in terms of instructional delivery, the SLO as currently written, Program SLOs and curriculum.

We recommend that we continue instruction as the SLO as currently written. We also should continue to encourage all students to complete the assignment. Perhaps we should increase our communication via canvas or email notifications or reminders to encourage students to come to class and turn in their assignment even if it's only partially completed.

COMMUNICATION

Briefly describe the manner in which faculty/staff discussed the findings and arrived at recommendations. Include dates if available.

The Business faculty email their findings throughout the spring 2018 and early fall 2018.