Bluegrass Community and Technical College

2010-2011 Technical Programs - Assessing Student Learning Outcomes: A Snapshot

Business Management Marketing

2010-11 Student Learning Outcomes

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Activity	Date accomplished	Brief Description	
Identification of Student Learning Outcome - Identify the outcome that you plan to measure.	8/26/2010	Understanding overall management philosophy (Hertsberg Theory)	
Planning of Assessment - Determine appropriate assessment methodology and criteria for success - benchmarks.	8/26/2010	Pre and Post test in Management 284 (capstone course)	
3. Assessment - Perform assessment	November, 2010	A limit of 5 missed theory questions on the Post Test.	
Review of Results - Gather and summarize data collected. Analyze and document results.	November, 2010	The assessment was administered in MGT 284 on December 1, 2010. The sample size was 7 (the course had low enrollment). The 50 question assessment was completed. The average score was 67%.	
5. Use of Results for Improvement - "Close the Loop"/use the results to make improvements.	January, 2011	While the small sample size creates difficulty in extrapolating from the results, Business faculty will review the results in Spring 2011 to analyze student performance, focusing on questions where more than 50% of the sample gave incorrect answers. After meeting with faculty, it was felt this outcome was not broad enough and that it should be revised to reflect the student's understanding of the functions of management and not limited to one theory. In 2011-2012 students will demonstrate an understanding of functions of management (e.g. planning, organizing, leading and controlling).	
Activity	Date accomplished	Brief Description	
Identification of Student Learning Outcome - Identify the outcome that you plan to measure.	8/26/2010	Graduates (Marketing Option) will be able to develop dec. marketing strategies to solve problems, and analyze financial statements as they relate to the marketing industry.	
Planning of Assessment - Determine appropriate assessment methodology and criteria for success - benchmarks.	8/26/2010	Student Project - using a rubric to assess the dec. marketing strategies and financial statement; 85% of the students will score a 75% or higher on this component of the project.	
3. Assessment - Perform assessment	April, 2011	The final project for the Spring 2011 MKT 293 class was used as the tool for assessment. A total of six students completed and received grades for the project.	

Review of Results - Gather and summarize data collected. Analyze and document results.	April-May, 2011	Of the six students who completed the project, five students received a grade of 75% or higher meaning 83.33% of students met the performance criteria. This result was slightly below the benchmark of 85%, however the sample size is too small to extrapolate any conclusions from the assessment. In comparison, in Spring 2010, nineteen students completed the final project in MKT 293. Of these students, seventeen received a grade of 75% or higher, meaning 89.47% of students met the performance criteria. This result was above the 2011 benchmark.
5. Use of Results for Improvement - "Close the Loop"/use the results to make improvements.	May, 2011	After reviewing the objective statement and assessment strategy, it is concluded the student learning outcome statement is too broad. The faculty plan in 2011-2012 to select a more specific student learning outcome from the Marketing and Retailing option of the Business Management and Marketing program (e.g. promotion techniques) and develop a more sound rubric for assessing student performance.
Activity	Date accomplished	Brief Description
Identification of Student Learning Outcome - Identify the outcome that you plan to measure.	8/26/2010	Graduates (Real Estate Option) will understand basic property management.
Planning of Assessment - Determine appropriate assessment methodology and criteria for success - benchmarks.	8/26/2010	Student Project - Students will be assessed on developing a management plan that will be evaluated using a rubric with 85% of the students scoring a 75% or higher.
3. Assessment - Perform assessment	April, 2011	The assessment was to be administered in RE 201 - Property Management in Spring 2011
Review of Results - Gather and summarize data collected. Analyze and document results.	April-May, 2011	Because the RE 201 - Property Management course did not have enough student enrollment to be retained on the Spring 2011 schedule, the assessment could not be completed.
5. Use of Results for Improvement - "Close the Loop"/use the results to make improvements.	May, 2011	For the 2011-2012, Real Estate faculty will select a student learning outcome pertinent to information delivered in the RE 100 or RE 120 course to ensure a viable student population for conducting the assessment (e.g. property management).

Office of Institutional Effectiveness