

Business Law Assessment Report

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1 INTRODUCTION

Florida SouthWestern State College's Business Department gathers a multitude of data from various courses as assessment tools in support of the Florida Department of Education Curriculum Framework. The course included in assessment is BUL 2241 *Business Law*. The assessment outcomes are intended to provide a baseline and measurement of achievement moving forward as well as investigate the strength and performance of items in the exam. The assessment plan also provides comparisons between dual enrollment (concurrent) and non-dual enrollment students, online versus traditional students, and by site, where possible. Where data is sufficient, additional analyses are provided including distribution studies and longitudinal studies.

For additional detail or further analysis not provided in this report, please contact Dr. Joseph F. van Gaalen, Director of Assessment & Effectiveness, Academic Affairs (jfvangaalen@fsw.edu; x16965).

2 BUL 2241

2.1 LEARNING OBJECTIVES AND DESCRIPTIVE STATISTICS

The FSW Business faculty defined two areas of interest for evaluation in support of the state framework. The outcomes and the measure of success related to BUL 2241 are:

- Outcome 1 – 80% of candidates will achieve a score of 80 or higher on the final exam from Business Law associated with the program outcome “Demonstrate knowledge of the fundamental principles of the law of business organizations.” during AY 2017-2018.
- Outcome 2 – 80% of candidates will achieve a score of 80 or higher on the Document Drafting Assignment(s) {Module Four Assignment-Promissory Note} with the program outcome “Demonstrate knowledge of fundamental principles of contract law including the uniform commercial code.” during AY 2017-2018.

During the spring 2018 semester, 105 scores were tallied from 4 of 5 sections of BUL 2241. One section did not have a published Learning Management System (Canvas) page. Descriptive statistics for achievement of outcomes are shown in Table 1. The distribution of scores is presented in Table 2 and Figures 1 and 2. The goal that 80% of candidates will achieve a score of 80 or higher on the final exam from Business Law associated with the program outcome “Demonstrate knowledge of the fundamental principles of the law of business organizations.” was met. The goal that 80% of candidates will achieve a score of 80 or higher on the Document Drafting Assignment(s) {Module Four Assignment-Promissory Note} with the program outcome “Demonstrate knowledge of fundamental principles of contract law including the uniform commercial code.” was met.

<i>Measurement Method</i>	<i>Mean Score</i>	<i>% Scoring 80% or Higher</i>
Final Exam	90.3	82%
Module 4 Promissory Note	189.5	97%

Table 1. Student achievement level by Essay for BUL 2241.

	<i>Final Exam</i>	<i>Module 4 Promissory Note</i>
<i>Maximum score</i>	100	200
n	78	105
Max	105	210
Min	40	141
Median	96	196
Mode	100	200
Mean	90.3	189.5
Standard deviation	12.78	13.71
Skewness	-1.49	-1.40
Kurtosis	2.32	2.09

Table 2. Descriptive statistics for BUL 2241 Final Exam and Promissory Note.

2.2 EXPLORATORY ANALYSIS AND SIGNIFICANCE TESTING

Multiple comparisons of artifact scores across varying formats, campuses, and student types were made, where possible, in order to add depth to the causes of the distribution of the artifacts. Each course was divided into the appropriate subgroups to perform the analysis. In cases where a subgroup is not represented in the course comparisons were not conducted and are noted for comprehensiveness.

2.2.1 Dual Enrollment (Concurrent) to Non-Dual Enrollment Comparison

No dual enrollment (concurrent) sections of the course were run during spring 2018 so no comparison study between dual enrollment and non-dual enrollment could be completed.

2.2.2 Online to Traditional Comparison

During the spring 2018 semester, 46 total online scores were tallied from BUL 2241 and 31 traditional artifacts were tallied from BUL 2241 for the Final Exam. For the Promissory Note, 53 artifacts originated from online and 52 from traditional. A comparison of basic statistics is provided in Table 3. Online artifacts mean scores are 3.5 lower than traditional for the Final Exam and 6.9 lower for the Promissory Note. Difference in the means was tested for significance using a Welch's t-test according to standard methods (Davis, 1973; McDonald, 2009; Wilkinson, 1999) and found to be statistically significantly different for the Promissory Note only. Therefore, we can reject the null hypothesis that the difference in the means of the online and traditional scores of the Promissory Notes are equal to 0, and we can conclude this with a 95% confidence that the differences in scores are not solely due to chance.

	<i>Final Exam Max=100</i>	<i>Promissory Note Max=200</i>
Traditional		
n	31	52
Mean	92.4	193.0
% above 80	87%	100%
Online		
n	46	53
Mean	88.9	186.1
% above 80	78%	10%

Table 3. Comparison of basic statistics for final exam of traditional sections and online sections. Statistically significant results denoted in bold/italics.

Effect size was calculated using a method devised by Rosenthal and Rosnow (1991) for meta-analytical purposes in potential comparisons with other institutions (Lipsey and Wilson, 1993). The results exhibit what Cohen (1988) would consider a small-to-medium effect sizes. In other words, non-overlap score distribution from online artifacts to traditional artifacts is in a range of approximately 19-35%.

2.2.3 Comparison by Campus/Site

Of the artifacts collected from BUL 2241, 23 originated from the Collier campus, a range of 46 to 53 from FSW Online, and 8 to 29 from the Thomas Edison (Lee) campus. Comparisons by site for both the Final Exam and the Promissory Note is shown in Figure 1 and 2, respectively. The Thomas Edison campus exhibits the highest mean score (99/100) and the highest percentage meeting the goal of 80% or higher (100%). For the Promissory Note, Thomas Edison exhibits the highest mean score (198.8/200) and the highest percentage meeting the goal of 80% or higher (100%). Results of an ANOVA on the means exhibit no statistically significant difference between sites. Therefore, we cannot reject the null hypothesis that the mean scores at each site are equal to each other and we cannot conclude with a 95% confidence that the differences in scores are not solely due to chance.

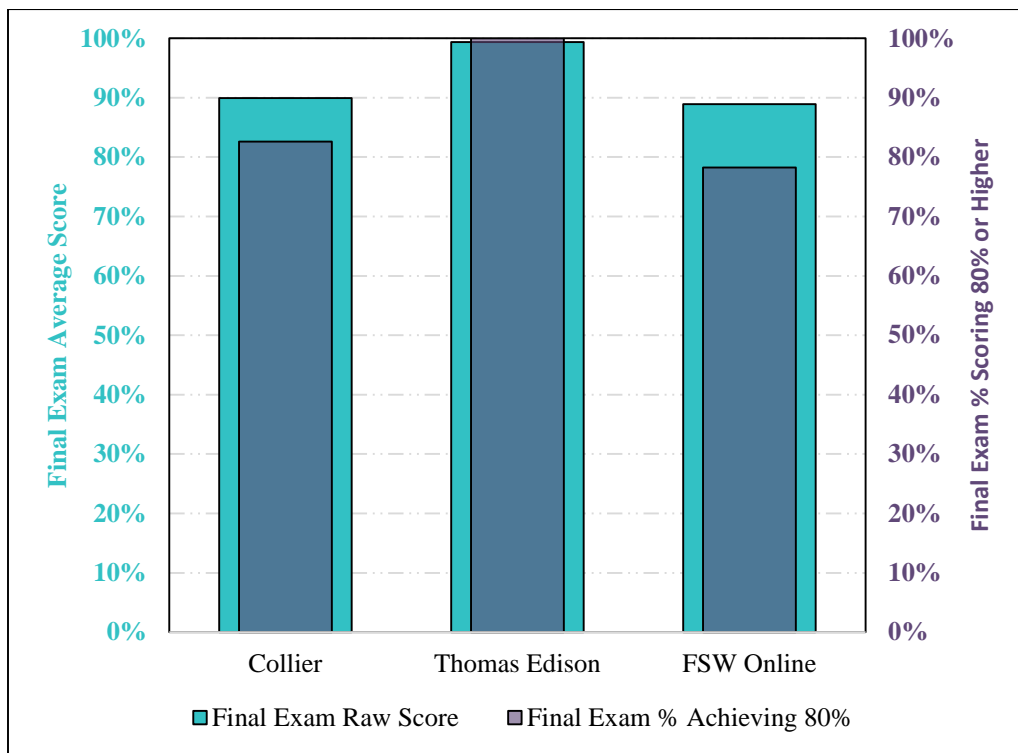


Figure 1. Final Exam average score (aqua & left axis) and percentage of artifacts scoring 80% or higher (purple & right axis).

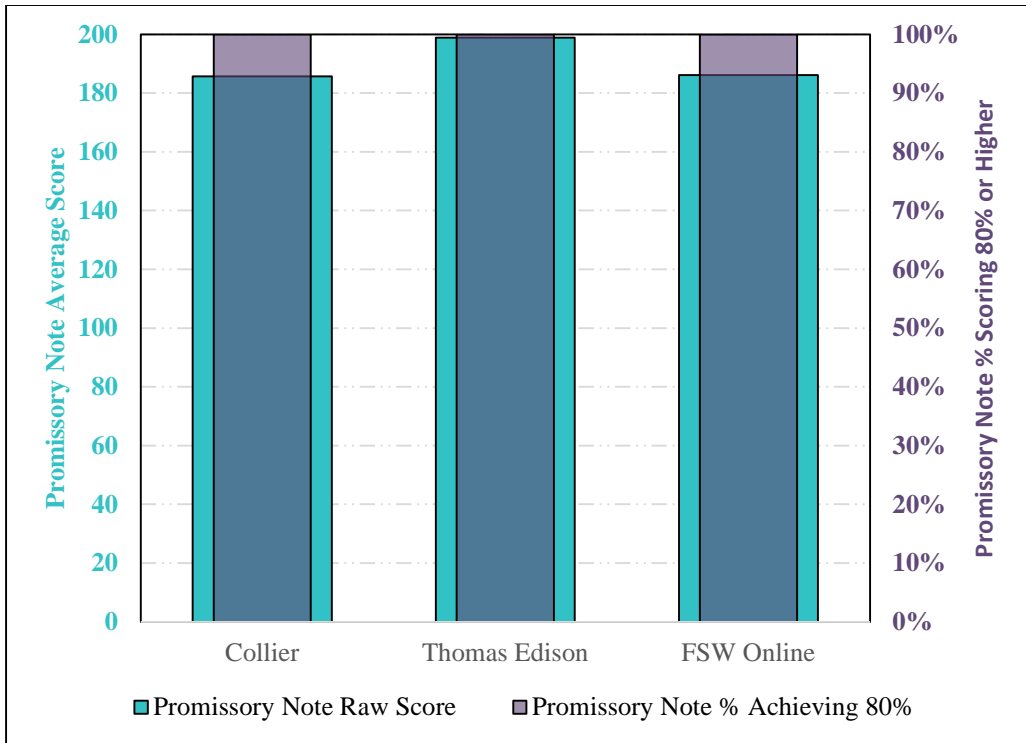


Figure 2. Promissory note average score (aqua & left axis) and percentage of artifacts scoring 80% or higher (purple & right axis).

2.3 LONGITUDINAL STUDY

Description of achievement over time in BUL 2241 is provided in Figure 3. The percentage of artifacts scoring 80% or higher is met in six of eight cases (all terms for Promissory Note). Note that comparison from fall terms to spring terms is less useful as assessment reports across multiple course level and program level assessments at Florida SouthWestern State College typically exhibit substantial differences from fall to spring term and are better interpreted from fall-to-fall and spring-to-spring (see <http://www.fsw.edu/facultystaff/assessment/history> for further details). Assessment mean scores exhibit a slight decline in the first three terms before a return to higher values in the most recent term (Figure 4).

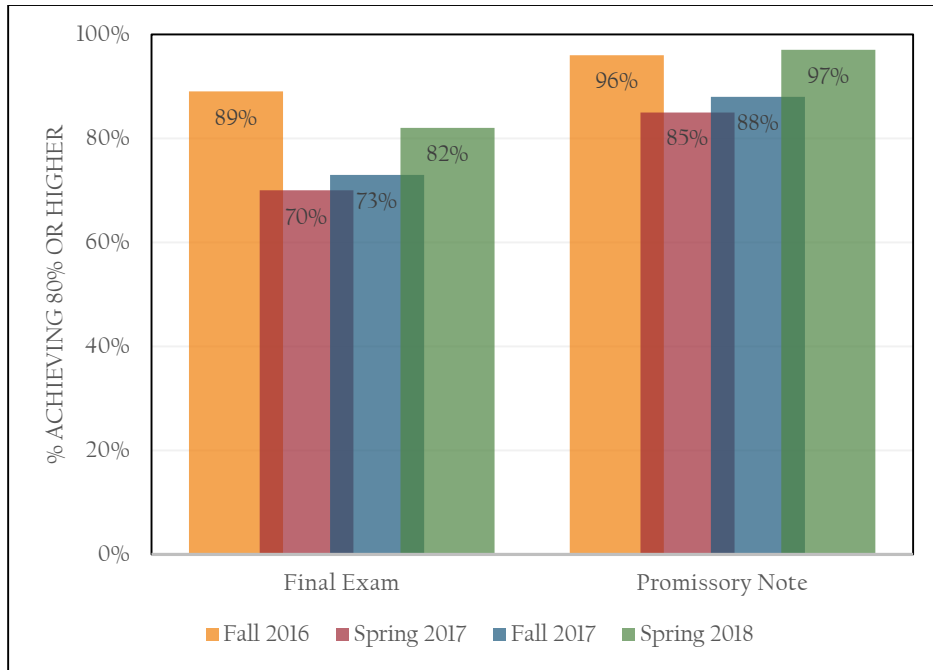


Figure 3. Assessments achieving objective (% scoring 80% or higher) over time.

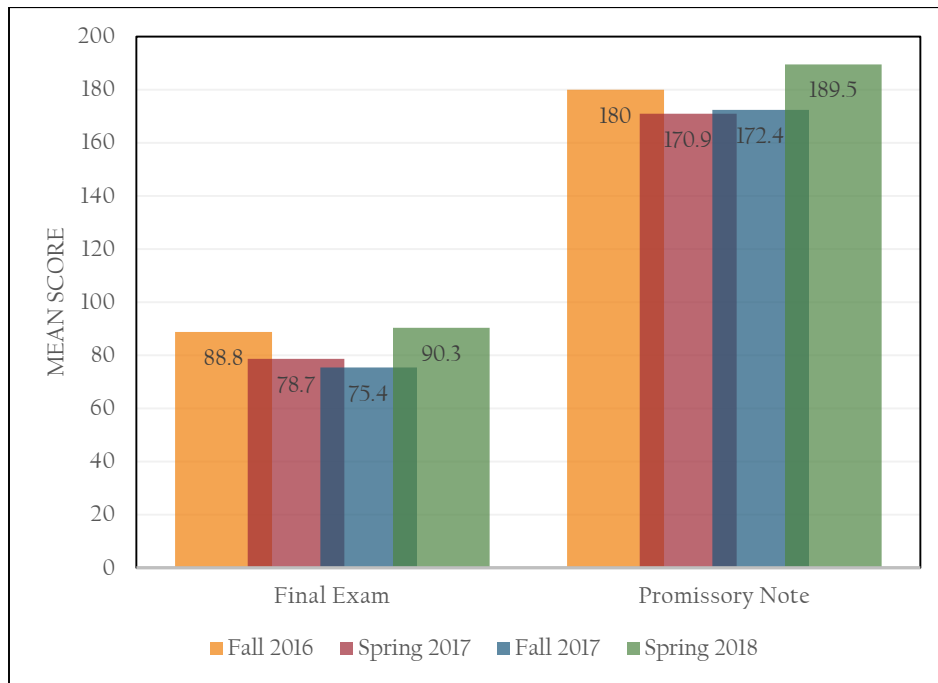


Figure 4. Assessments mean score over time.

3 CONCLUSIONS

FSW's Business Department gathers a multitude of data from various courses as assessment tools in support of the Florida Department of Education Curriculum Framework. The course included in

assessment is BUL 2241 *Business Law*. The assessment outcomes are intended to provide a baseline and measurement of achievement moving forward as well as investigate the strength and performance of items in the exam.

3.1 BUL 2241

A drill-down of BUL 2241 results are as follows:

1. In a study of outcome achievement, “80% of candidates will achieve a score of 80 or higher on the final exam from Business Law associated with the program outcome “Demonstrate knowledge of the fundamental principles of the law of business organizations.” during AY 2017-2018”, the goal was met with 82% of scores are 80% or greater on the final exam.
2. In a study of outcome achievement, “80% of candidates will achieve a score of 80 or higher on the Document Drafting Assignment(s) {Module Four Assignment-Promissory Note} with the program outcome “Demonstrate knowledge of fundamental principles of contract law including the uniform commercial code.” during AY 2017-2018, the goal was met with 97% of scores 80% or greater on the Module 4 assignment.
3. In a study comparing Online with Traditional course sections, online artifacts mean scores are 3.5 lower than traditional for the Final Exam and 6.9 lower for the Promissory Note. Difference in the means was tested for significance using a Welch’s t-test according to standard methods and found to be statistically significantly different for the Promissory Note only.
4. In a cross-campus comparison, the Thomas Edison campus exhibits the highest mean score (99/100) and the highest percentage meeting the goal of 80% or higher (100%). For the Promissory Note, Thomas Edison exhibits the highest mean score (198.8/200) and the highest percentage meeting the goal of 80% or higher (100%). Results of an ANOVA on the means exhibit no statistically significant difference between sites.
5. In a longitudinal study of achievement, the percentage of artifacts scoring 80% or higher is met in six of eight cases (all terms for Promissory Note).
6. In a longitudinal study of assessment mean scores, scores exhibit a slight decline in the first three terms before a return to higher values in the most recent term.

4 REFERENCES

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