Special Topics / Capstone Business Assessment Report
Fall 2017
Author: Joseph F. van Gaalen, Ph.D., Director, Assessment & Effectiveness

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 GEB 2930 *Special Topics / Capstone Business*. 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 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 GEB 2930

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 GEB 2930 are:

- ➢ Outcome 1 – 70% of students will illustrate a proficiency of 70% or higher within the program outcome "Identify and apply for jobs" during AY 2017-2018.
- ➢ Outcome 2 – 70% of candidates will illustrate a proficiency of 70% or higher within the term paper associated with the course during AY 2017-2018.

During the fall 2017 semester, 11 scores were tallied from 1 of 1 sections of GEB 2930. Descriptive statistics for achievement of outcomes are shown in Table 1. The distribution of scores is presented in Table 2 and Figure 1.

Measurement Method	% Scoring 70% or Higher
Identify and apply for jobs	91%
Term paper	100%

Table 1. Student achievement level by assignment for GEB 2930.

	Identify and apply for jobs assessment	*Term Paper*
Maximum score	*75*	*100*
n	11	11
Max	75	100
Min	0	83
Median	75	95
Mode	75	95
Mean	68.2	91.9
Standard deviation	22.61	6.19
Skewness	-3.32	-0.30
Kurtosis	11.00	-1.19

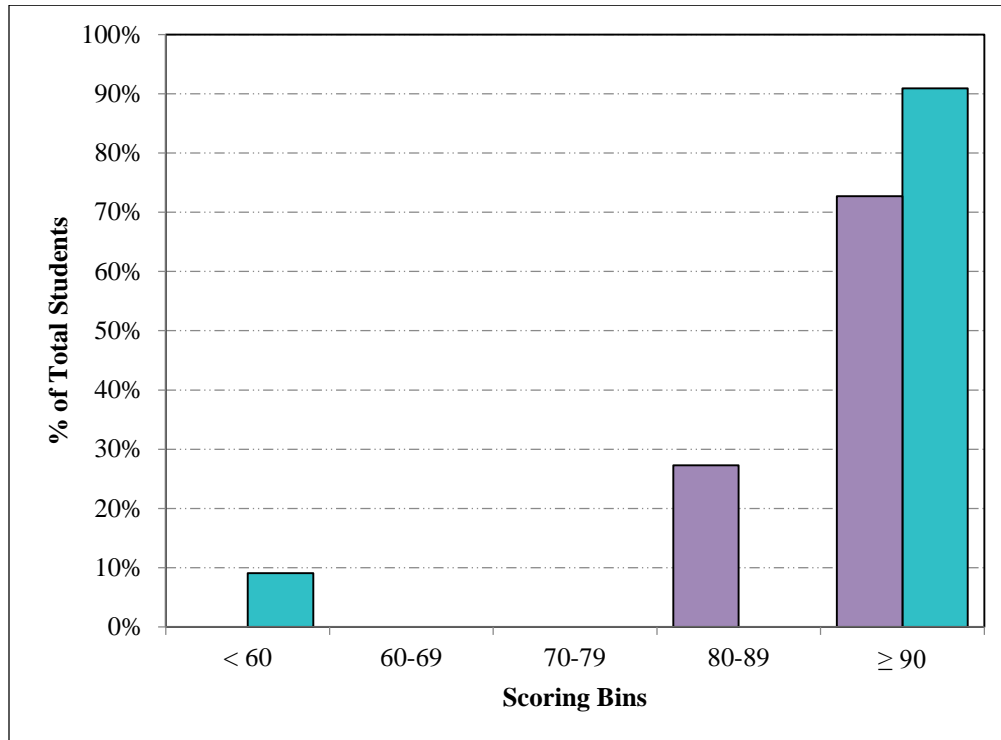*Table 2. Descriptive statistics for GEB 2930 assessments.*

Figure 1. Distribution of scores from GEB 2930 assessments where "Identify and apply for jobs" is purple and the term paper is aqua.

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 to Non-Dual Enrollment Comparison

No dual enrollment sections of the course were run fall 2017 so no comparison study between dual enrollment and non-dual enrollment could be completed.

2.2.2 Online to Traditional Comparison

Only one section of the course was run during the fall 2017 semester and so no comparison of online to traditional sections could be completed.

2.2.3 Comparison by Campus/Site

Only one section of the course was run during the fall 2017 semester and so no cross-campus comparison could be completed.

2.3 LONGITUDINAL STUDY

Descriptive statistics over time for GEB 2930 for both assessments is shown below (Tables 3 and 4). In both terms since tracking began, the assessment outcome "Identify and apply for job assessment" was met by 89% of students or higher. In the case of the "term paper", but terms since tracking began exhibit 100% of students achieving benchmark.

	Spring 2017	Fall 2017
Maximum score	75	75
n	9	11
Max	75	75
Min	0	0
Median	75	75
Mode	75	75
Mean	66.7	68.2
Standard deviation	25.00	22.61
Skewness	-3.00	-3.32
Kurtosis	9.00	11.00
Mean as %	89%	91%
Benchmark	70%	70%
% Above Benchmark	89%	91%

Table 3. Descriptive statistics over time for "Identify and apply for jobs assessment."

	Spring 2017	Fall 2017
Maximum score	100	100
n	9	11
Max	100	100
Min	70	83
Median	100	95
Mode	100	95
Mean	95.0	91.9
Standard deviation	10.00	6.19
Skewness	-2.41	-0.30
Kurtosis	6.01	-1.19
Mean as %	95%	92%
Benchmark	70%	70%
% Above Benchmark	100%	100%

Table 4. Descriptive statistics over time for "Term paper."

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 GEB 2930 *Special Topics / Capstone Business*. 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   GEB 2930

A drill-down of GEB 2930 results are as follows:

1. In a study of outcome achievement, "70% of students will illustrate a proficiency of 70% or higher within the program outcome "Identify and apply for jobs" during AY 2017-2018", 91% of scores are 70% or greater on the assessment.
2. In a study of outcome achievement, "70% of candidates will illustrate a proficiency of 70% or higher within the term paper associated with the course during AY 2017-2018", 100% of scores are 70% or greater on the term paper.
3. No dual enrollment sections of the course were run during fall 2017 so no comparison study between dual enrollment and non-dual enrollment could be completed.
4. Only one section of the course was run during the fall 2017 semester and so no comparison of online to traditional sections could be completed.
5. Only one section of the course was run during the fall 2017 semester and so no cross-campus comparison could be completed.
6. In a longitudinal study of the program outcome "Identify and apply for jobs" the benchmark was met each term in 89% of artifacts or higher across both terms included in the study.
7. In a longitudinal study of the program outcome "term paper" the benchmark was met each term in 100% of artifacts or higher across both terms included in the study.