

Management Principles Assessment Report

Fall 2017

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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 MAN 2021 *Management Principles*. 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 MAN 2021

2.1 LEARNING OBJECTIVES AND DESCRIPTIVE STATISTICS

The FSW Business faculty defined one areas of interest for evaluation in support of the state framework. The SLO and the measure of success related to MAN 2021 is:

- SLO 1 – The measure of this assessment is Writing Assignment: Corporate Social Responsibility Discussion, where the benchmark of 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2017-2018 academic year.
- SLO 2 – The measure of this assessment is Writing Assignment: Human Resource Management and Diversity (Module 9), where the benchmark of 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2017-2018 academic year.
- SLO 3 – The measure of this assessment is Writing Assignment: Motivation (Module 11), where the benchmark of 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2017-2018 academic year.
- SLO 4 – The measure of this assessment is Module 14 Writing Assignment where the benchmark of 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2017-2018 academic year.
- SLO 5 – The measure of this assessment is Writing Assignment: Organizational Change, where the benchmark of 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2017-2018 academic year.
- SLO 6 – the measure of this assessment is Module 5 Writing Assignment (Wall Street Journal Article), where the benchmark of 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2017-2018 academic year.

During the fall 2017 semester, a range of 82 to 126 artifacts were recorded in the three of the six SLOs from assessments from 7 of 12 sections of MAN 2021. In a number of courses either the particular assessment was not assigned, a different rubric was used to score, or it was unclear if the assignment was used because the naming/labeling differed. Mean scores and performance metrics for assignments described in the SLO are shown in Table 1. Descriptive statistics for each assignment is described in Table 2. The SLO 2 goal that 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2017-2018 academic year was met. The same is the case for SLOs 3 and 6. Data for SLOs 1, 4, and 5 were not recorded according to the descriptions of the assessment and so are not reported here.

<i>Measure</i>	<i>Overall Mean Score</i>	<i>% Meeting 70% or Higher</i>
SLO 1 – Writing Assignment: Corporate Social Responsibility Discussion	~	~
SLO 2 – Writing Assignment: Human Resource Management and Diversity (Module 9)	90.8	91%
SLO 3 – Writing Assignment: Motivation (Module 11)	92.5	97%
SLO 4 – Module 14 Writing Assignment	~	~
SLO 5 – Writing Assignment: Organizational Change	~	~
SLO 6 – Module 5 Writing Assignment (Wall Street Journal Article)	97.9	100%

Table 1. Student achievement level by SLO for MAN 2021. The assessments have a maximum of 100 points.

	<i>SLO 1</i>	<i>SLO 2</i>	<i>SLO 3</i>	<i>SLO 4</i>	<i>SLO 5</i>	<i>SLO 6</i>
n	~	126	115	~	~	82
Max	~	100	100	~	~	100
Min	~	33	27	~	~	78
Mean	~	90.8	92.5	~	~	97.9
Standard deviation	~	14.09	11.79	~	~	3.72
Skewness	~	-2.09	-2.84	~	~	-3.08
Kurtosis	~	3.93	10.11	~	~	11.64

Table 2. Descriptive statistics for MAN 2021 common course assessments.

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 during fall 2017 so no comparison study between dual enrollment and non-dual enrollment could be completed.

2.2.2 Online to Traditional Comparison

During the fall 2017 semester, a range of 36 to 39 total online scores were tallied from MAN 2021 and a range of 45 to 87 traditional artifacts were tallied from MAN 2021. A comparison of basic statistics is provided in Table 3. Achievement of 70% or higher is met for all SLOs in both online and traditional based sections (Figure 2). Differences in the achievement were tested for significance using a chi-squared test and were found to not be significant.

Assessment Type	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6
Traditional						
n	~	87	79	~	~	45
Mean	~	91.6	92.5	~	~	97.9
% above 70	~	93%	95%	~	~	100%
Online						
n	~	39	36	~	~	37
Mean	~	88.8	92.3	~	~	97.9
% above 70	~	87%	100%	~	~	100%

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

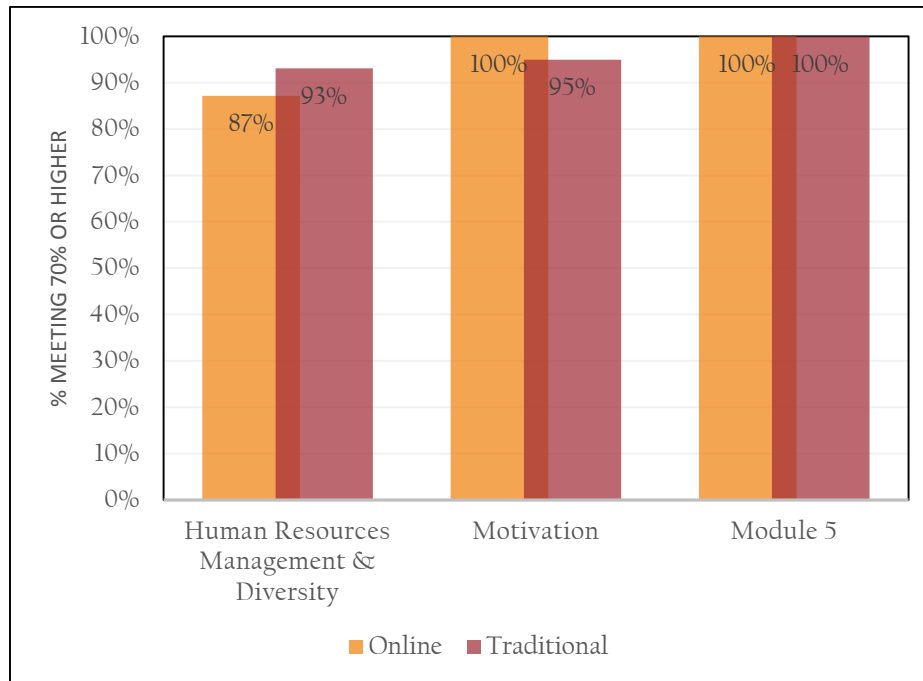


Figure 1. Comparison of percent of scores achieving 70% or higher by modality with Traditional (red) and Online (orange).

2.2.3 Comparison by Campus/Site

Of the artifacts collected from MAN 2021, a range of 0-15 originated from the Charlotte campus, 20-26 from the Collier campus, 36-39 for FSW Online, 0-9 for the Hendry Glades Center, and 19-39 for the Thomas Edison campus. A comparison of percent of artifacts scoring 70% or higher by site is shown in Figure 3. All sites exhibit 70% or greater scoring 70% or higher achievement.

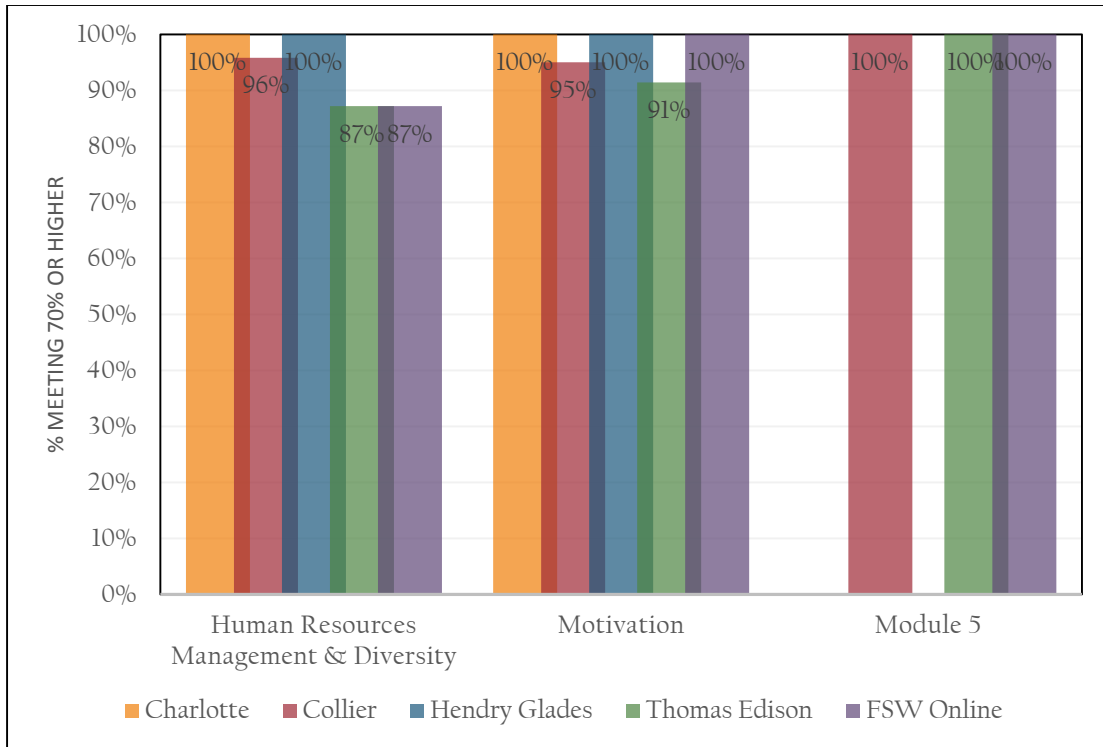


Figure 2. Comparison of percent scoring 70% or higher on assessments by site.

2.3 LONGITUDINAL STUDY

As further data is collected in coming terms, this section will track achievement through time and highlight strengths, weaknesses and any long term trends.

3 CONCLUSIONS

FSW's Business Department has employed common finals across multiple courses and in this report focused on MAN 2021 *Management Principles*. The results are intended to provide a baseline achievement moving forward.

3.1 MAN 2021

A drill-down of MAN 2021 results are as follows:

1. In a study of outcomes, the SLO 2 goal that 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2017-2018 academic year was met. The same is the case for SLOs 3 and 6. Data for SLOs 1, 4, and 5 were not recorded according to the descriptions of the assessment and so are not reported here.
2. 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.
3. In a comparison study between online and traditional courses, achievement of 70% or higher is met for all SLOs in both online and traditional based sections. Differences in the achievement were tested for significance using a chi-squared test and were found to not be significant.

4. In a cross-campus comparison study, all sites exhibit 70% or greater scoring 70% or higher achievement.