

Management Principles Assessment Report

Spring 2018

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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 (concurrent) and traditional 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 (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, 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, 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 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 spring 2018 semester, a range of 29 to 128 artifacts were recorded in the five of the six SLOs from assessments from 7 of 7 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. For SLO 1, the goal that 70% of students will illustrate a proficiency of 70% or higher in the Writing Assignment: Corporate Social Responsibility Discussion was met, with achievement at 97%. For SLO 2, the goal that 70% of students will illustrate a proficiency of 70% or higher in the Writing Assignment: Human Resource Management and Diversity was met, with achievement at 98%. For SLO 3, the goal that 70% of students will illustrate a proficiency of 70% or higher in the Writing Assignment: Motivation was met, with achievement at 99%. No artifacts were reported for SLO 4. For SLO 5, the goal that 70% of students will illustrate a proficiency of 70% or higher in the Writing Assignment: Organizational Change was met, with achievement at 100%. For SLO 6, the goal that 70% of students will illustrate a proficiency of 70% or higher in the Writing Assignment (Wall Street Journal Article) was met, with achievement at 97%.

<i>Measure</i>	<i>Overall Mean Score</i>	<i>% Meeting 70% or Higher</i>
SLO 1 – Writing Assignment: Corporate Social Responsibility Discussion	92.8	97%
SLO 2 – Writing Assignment: Human Resource Management and Diversity	92.8	98%
SLO 3 – Writing Assignment: Motivation	92.3	99%
SLO 4 – Module 14 Writing Assignment	~	~
SLO 5 – Writing Assignment: Organizational Change	95.0	100%
SLO 6 – Writing Assignment (Wall Street Journal Article)	93.6	97%

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	110	128	125	~	51	29
Max	100	100	100	~	100	100
Min	50	50	50	~	70	50
Mean	92.8	92.8	92.8	~	95.0	93.6
Standard deviation	10.55	10.16	10.16	~	7.62	11.73
Skewness	-1.89	-1.91	-1.70	~	-1.49	-2.41
Kurtosis	3.95	4.13	3.73	~	1.42	6.24

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 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, a range of 1 to 70 total online scores were tallied from MAN 2021 and a range of 7 to 62 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 1). 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	40	62	57	~	7	28
Mean	93.5	93.7	94.5	~	98.7	93.3
% above 70	100%	98%	100%	~	100%	96%
Online						
n	70	66	68	~	44	1
Mean	92.3	91.9	90.5	~	94.4	100.0
% above 70	96%	97%	99%	~	100%	100%

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

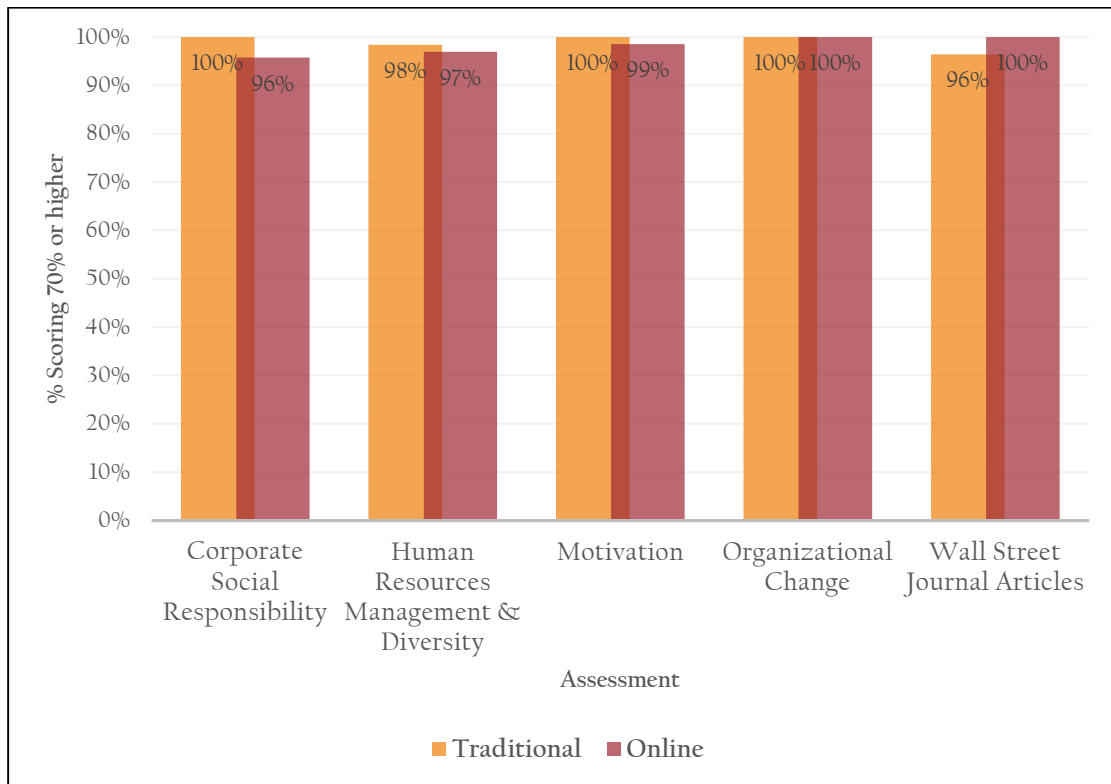


Figure 1. Comparison of percent of scores achieving 70% or higher by modality with Traditional (orange) and Online (red).

2.2.3 Comparison by Campus/Site

Of the artifacts collected from MAN 2021, a range of 0-10 originated from the Charlotte campus, 0-22 from the Collier campus, 1-70 for FSW Online, 0-7 for the Hendry Glades Center, and 0-25 for the Thomas Edison campus. A comparison of percent of artifacts scoring 70% or higher by site is shown in Figure 2. All sites exhibit 70% or greater scoring 70% or higher achievement.

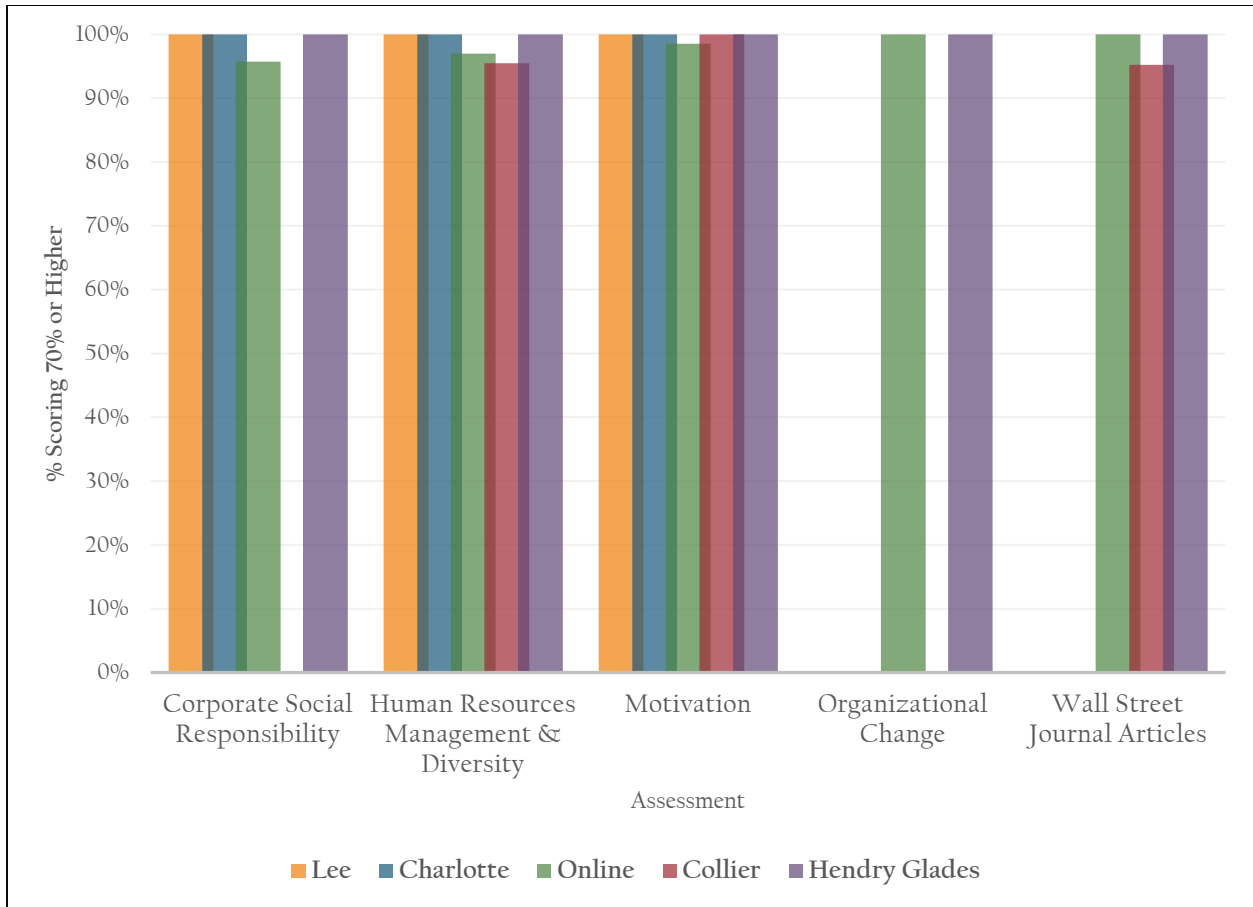


Figure 2. Comparison of percent scoring 70% or higher on assessments by site.

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 beginning fall 2018.

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, for SLO 1, the goal that 70% of students will illustrate a proficiency of 70% or higher in the Writing Assignment: Corporate Social Responsibility Discussion was met, with achievement at 97%.

2. In a study of outcomes, for SLO 2, the goal that 70% of students will illustrate a proficiency of 70% or higher in the Writing Assignment: Human Resource Management and Diversity was met, with achievement at 98%.
3. In a study of outcomes, for SLO 3, the goal that 70% of students will illustrate a proficiency of 70% or higher in the Writing Assignment: Motivation was met, with achievement at 99%.
4. No artifacts were reported for SLO 4.
5. In a study of outcomes, for SLO 5, the goal that 70% of students will illustrate a proficiency of 70% or higher in the Writing Assignment: Organizational Change was met, with achievement at 100%.
6. In a study of outcomes, for SLO 6, the goal that 70% of students will illustrate a proficiency of 70% or higher in the Writing Assignment (Wall Street Journal Article) was met, with achievement at 97%.
7. No dual enrollment sections of the course were run during spring 2018 so no comparison study between dual enrollment and non-dual enrollment could be completed.
8. 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 (Figure 2). Differences in the achievement were tested for significance using a chi-squared test and were found to not be significant.
9. In a cross-campus comparison study, all sites exhibit 70% or greater scoring 70% or higher achievement.