

# Business Law Assessment Report

## Spring 2019

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## 1 INTRODUCTION

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Florida SouthWestern State College's Paralegal Studies 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 is intended to provide a baseline and measurement of achievement in future studies. 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, Asst. VP, IR, Assessment & Effectiveness, Academic Affairs ([jfvangaalen@fsw.edu](mailto:jfvangaalen@fsw.edu); x16965).

## 2 BUL 2241

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### 2.1 LEARNING OBJECTIVES AND DESCRIPTIVE STATISTICS

The FSW Paralegal Studies faculty defined two areas of interest for evaluation in support of the state framework. The two assignments utilized as an assessment are the Promissory Note and the Final Exam. Beginning AY 2018-19, the Promissory Note is not utilized in the course. Additionally, neither measure is currently utilized as an outcome measure. Instead, for AY 2018-19, both are being monitored for future use in assessment when the department cycles focus back to BUL 2241.

During the spring 2019 semester, 63 scores were tallied from 4 of 4 sections of BUL 2241. 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 Final Exam exhibits a mean score of 93.5 with 100% of artifacts scoring 80% or higher.

<i>Measurement Method</i>	<i>Mean Score</i>	<i>% Scoring 80% or Higher*</i>
<i>Final Exam</i>	<b>93.3</b>	<b>100%</b>

Table 1. Student achievement level by Essay for BUL 2241. \*The measure of achievement utilized in the most recent assessment (AY 2017-18).

	<i>Final Exam</i>
<i>Maximum score</i>	<i>100</i>
n	63
Max	100
Min	80
Mean	93.3
Standard deviation	6.26
Skewness	-0.34
Kurtosis	-1.20

Table 2. Descriptive statistics for BUL 2241 Final Exam.

## 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 2019 so no comparison study between dual enrollment and non-dual enrollment could be completed.

### 2.2.2 Online to Traditional Comparison

During the spring 2019 semester, 22 total online scores were tallied from BUL 2241 and 41 traditional artifacts were tallied from BUL 2241 for the Final Exam. A comparison of basic statistics is provided in Table 3. Online artifacts mean scores are 4.8 lower than traditional for the Final Exam. 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 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>
<b>Traditional</b>	
n	41
Mean	<b><i>95.0</i></b>
% above 80	100%
<b>Online</b>	
n	22
Mean	<b><i>90.2</i></b>
% above 80	100%

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 medium-to-large effect size. In other words, non-overlap score distribution from online artifacts to traditional artifacts is approximately 46%.

### 2.2.3 Comparison by Campus/Site

Because course sections were only run on two sites, Thomas Edison (Lee) and FSW Online, comparison is encompassed in Section 2.2.2 above.

## 2.3 LONGITUDINAL STUDY

Description of achievement over time in BUL 2241 is provided in Figure 2. The percentage of artifacts scoring 80% or higher dropped following the initial term of study (Fall 2016) but is followed by a steady rise over time to surpass those early levels. The same is the case for mean scores over time, although the drop occurred over two semesters initially, rather than one and has now plateaued at approximately 93 (Figure 3). 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).

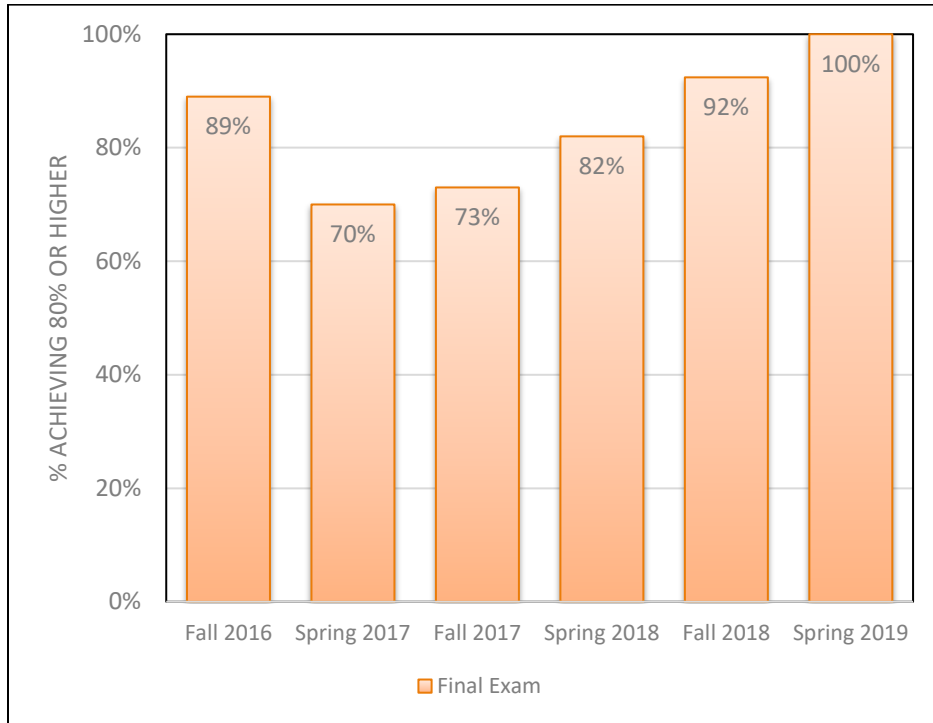


Figure 1. Assessments achieving objective (% scoring 80% or higher) over time.

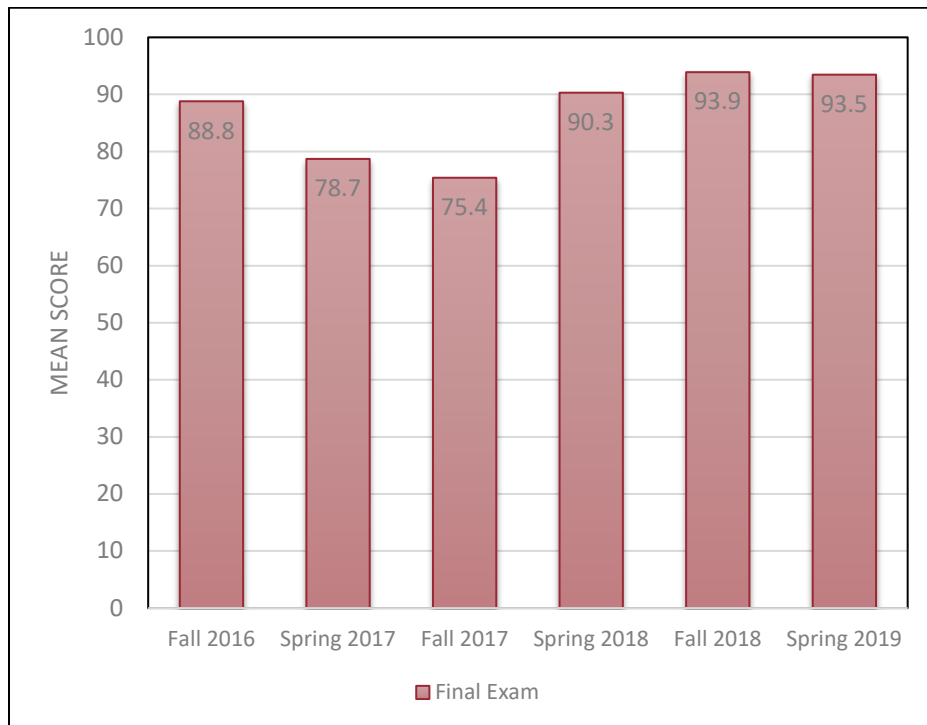


Figure 2. Assessments mean score over time.

## 3 CONCLUSIONS

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FSW's Paralegal Studies 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 is intended to provide a baseline and measurement of achievement in future studies.

### 3.1 BUL 2241

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

1. During the spring 2019 semester, 63 scores were tallied from 4 of 4 sections of BUL 2241. The Final Exam exhibits a mean score of 93.5 with 100% of artifacts scoring 80% or higher.
2. In a study comparing Online with Traditional course sections, artifacts mean scores are 4.8 lower than traditional for the Final Exam. 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.
3. Because course sections were only run on two sites, Thomas Edison (Lee) and FSW Online, comparison is encompassed in Section 2.2.2 above.
4. In a longitudinal study of achievement, the percentage of artifacts scoring 80% or higher dropped following the initial term of study (Fall 2016) but is followed by a steady rise over time to surpass those early levels. The same is the case for mean scores over time, although the drop occurred over two semesters initially, rather than one and has now plateaued at approximately 93.

## 4 REFERENCES

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