

Management Principles Assessment Report

Fall 2018

Author: Joseph F. van Gaalen, Ph.D., Asst. VP, IR, 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 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, Asst. VP, IR, 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: 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 2018-2019 academic year. This measure is found within the following effectiveness plans and their associated outcomes:
 - 02.0 Certification Financial Services Management: Exhibit public relations skills that aid in achieving customer satisfaction.
- SLO 2 – 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 2018-2019 academic year. This measure is found within the following effectiveness plans and their associated outcomes:
 - 04.0 AS Business Administration & Management: Prepare or develop strategic or organizational skills.
 - 02.0 Certificate Small Business Management: Prepare or develop strategic or organizational skills.
 - 03.0 Certification Financial Services Management: Explain how effective leaders identify problems and make decisions.
- SLO 3 – 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 2018-2019 academic year. This measure is found within the following effectiveness plans and their associated outcomes:

- 03.0 Certificate Small Business Management: Identify, classify and demonstrate management activities.

During the fall 2018 semester, a range of 104 to 232 artifacts were recorded from 12 of 12 sections of MAN 2021. Some sections only included two of the three common assignments. 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: Human Resource Management and Diversity was met, with achievement at 96%. For SLO 2, the goal that 70% of students will illustrate a proficiency of 70% or higher in the Writing Assignment: Motivation was met, with achievement at 95%. For SLO 3, 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 99%.

<i>Measure</i>	<i>Overall Mean Score</i>	<i>% Meeting 70% or Higher</i>
SLO 1 – Writing Assignment: Human Resource Management and Diversity	91.4	96%
SLO 2 – Writing Assignment: Motivation	91.6	95%
SLO 3 – Writing Assignment: Organizational Change	93.8	99%

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>
n	232	209	104
Max	100	100	100
Min	50	50	67
Mean	95	91.6	93.8
Standard deviation	10.39	10.80	8.03
Skewness	-1.76	-1.99	-1.46
Kurtosis	3.00	4.28	1.65

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 2018 so no comparison study between dual enrollment and non-dual enrollment could be completed.

2.2.2 Online to Traditional Comparison

During the fall 2018 semester, a range of 62 to 134 total online scores were tallied from MAN 2021 and a range of 42 to 98 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
Traditional			
n	98	94	42
Mean	91.7	91.7	91.5
% above 70	94%	94%	98%
Online			
n	134	115	62
Mean	91.2	91.6	95.4
% above 70	97%	96%	100%

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

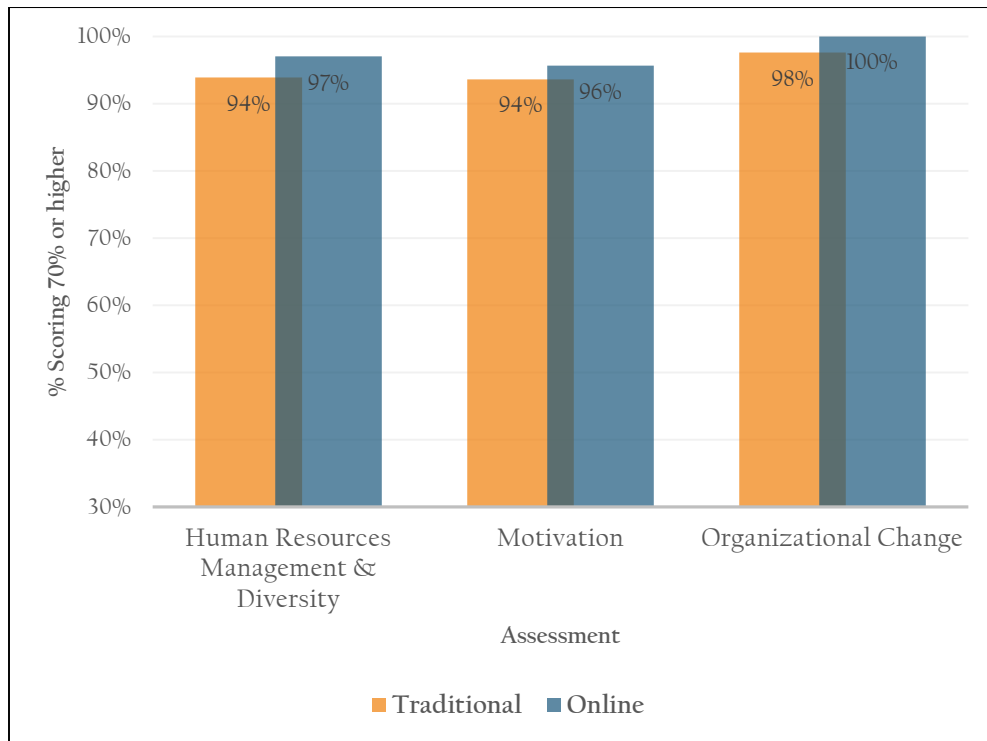


Figure 1. Comparison of percent of scores achieving 70% or higher by modality with Traditional (orange) and Online (blue).

2.2.3 Comparison by Campus/Site

Of the artifacts collected from MAN 2021, a range of 3-6 originated from the Charlotte campus, 0-23 from the Collier campus, 62-134 for FSW Online, 4-5 for the Hendry Glades Center, and 34-65 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.

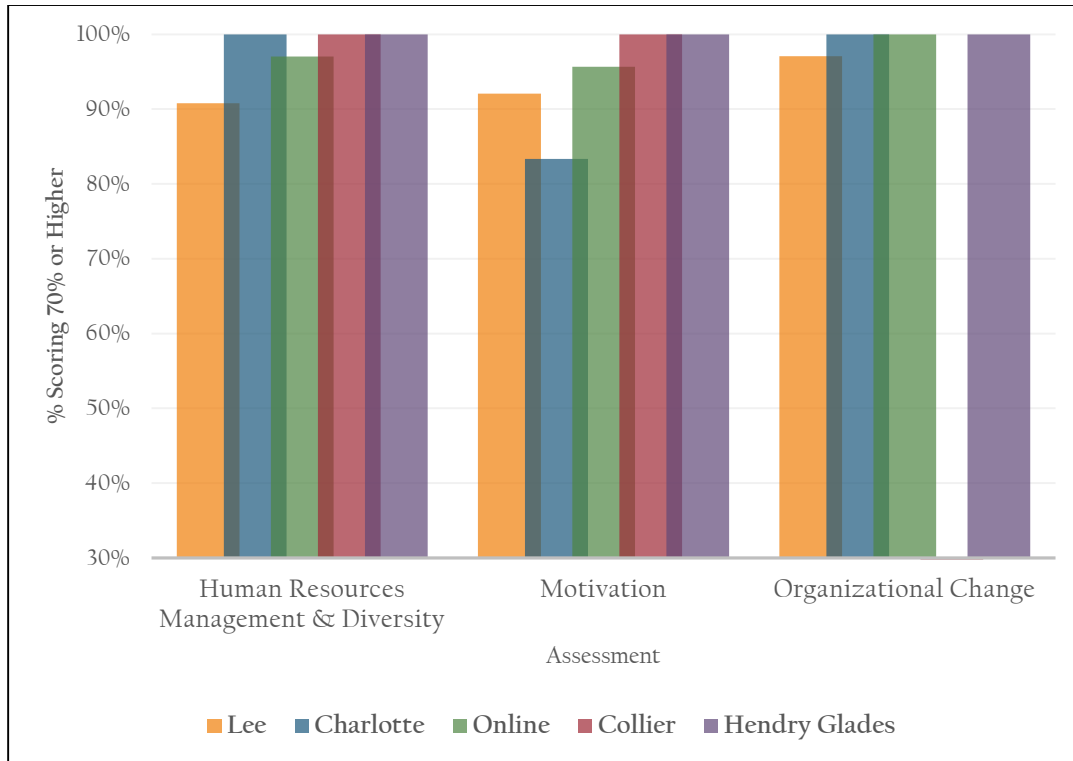


Figure 2. Comparison of percent scoring 70% or higher on assessments by site.

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 with spring 2019 data.

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: Human Resource Management and Diversity was met, with achievement at 96%.
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: Motivation was met, with achievement at 95%.
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: Organizational Change was met, with achievement at 99%.

4. No dual enrollment sections of the course were run during fall 2018 so no comparison study between dual enrollment and non-dual enrollment could be completed.
5. 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.
6. In a cross-campus comparison study, all sites exhibit 70% or greater scoring 70% or higher achievement.