

Management Principles Assessment Report

Fall 2020

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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, by modality, 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 2020-2021 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 2020-2021 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 2020-2021 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 2020 semester, a range of 152 to 171 artifacts were recorded from 9 of 9 sections of MAN 2021. Some sections only included two of the three common assignments. Performance metrics for assignments described in the SLO are shown in Table 1 with score distribution shown in Figure 1. 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 92%. 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 86%. 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 86%.

<i>Measure</i>	<i>% Meeting 70% or Higher</i>
SLO 1 – Writing Assignment: Human Resource Management and Diversity	92%
SLO 2 – Writing Assignment: Motivation	86%
SLO 3 – Writing Assignment: Organizational Change	86%

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

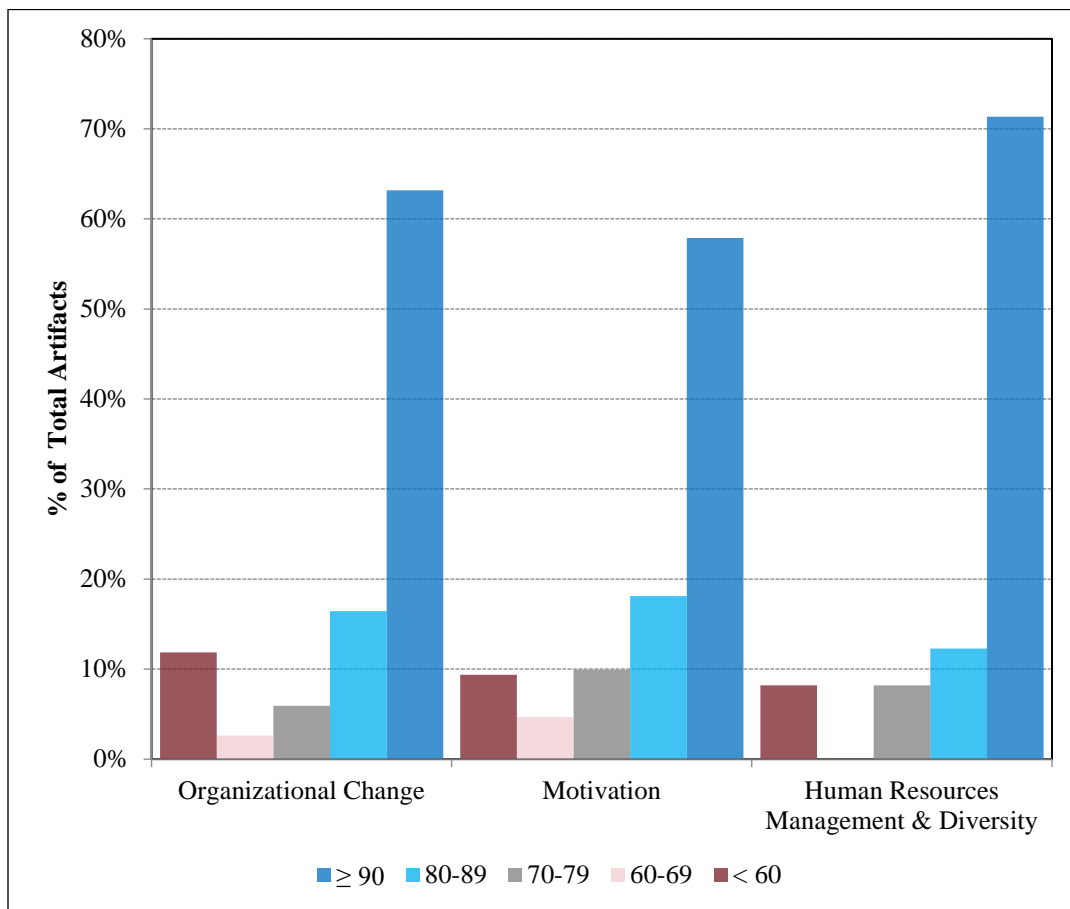


Figure 1. Score distribution for each SLO.

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 2020 so no comparison study between dual enrollment and non-dual enrollment could be completed.

2.2.2 Modality Comparison

During the Fall 2020 semester, 126 total asynchronous online artifacts were collected, along with 0 live online, 0 flex, 17 blended, and 28 traditional. A comparison of basic statistics is provided in Table 2. Blended exhibits the highest achievement in SLO 1 and SLO 2 while asynchronous exhibits the highest achievement in SLO 3.

	<i>Asynchronous</i>	<i>Live Online</i>	<i>Flex</i>	<i>Blended</i>	<i>Traditional</i>
<i>SLO 1 – Human Resource Management and Diversity</i>	91%	~	~	94%	93%
<i>SLO 2 – Motivation</i>	86%	~	~	88%	86%
<i>SLO 3 – Organizational Change</i>	85%	~	~	~	82%

Table 2. Percent achieving 70% or higher score by modality.

2.2.3 Comparison by Campus/Site

During the Fall 2020 semester, 0 Charlotte campus artifacts were collected, along with 17 from Collier, 0 from Hendry Glades, and 0 from Thomas Edison (Lee). A comparison of basic statistics is provided in Table 2. Collier exhibits the highest achievement in both areas in which scores were recorded (SLO 1 and SLO 2).

	<i>Charlotte</i>	<i>Collier</i>	<i>Hendry Glades</i>	<i>Thomas Edison (Lee)</i>
<i>SLO 1 – Human Resource Management and Diversity</i>	~	94%	~	93%
<i>SLO 2 – Motivation</i>	~	88%	~	86%
<i>SLO 3 – Organizational Change</i>	~	~	~	82%

Table 3. Percent achieving 70% or higher score by site.

2.3 LONGITUDINAL STUDY

Description of achievement over time in MAN 2021 is provided in Figure 2. The percent of artifacts achieving 70% or higher remains high over the time of the study until the Fall 2020 term in which all three SLOs drop by 7%-13%. 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).

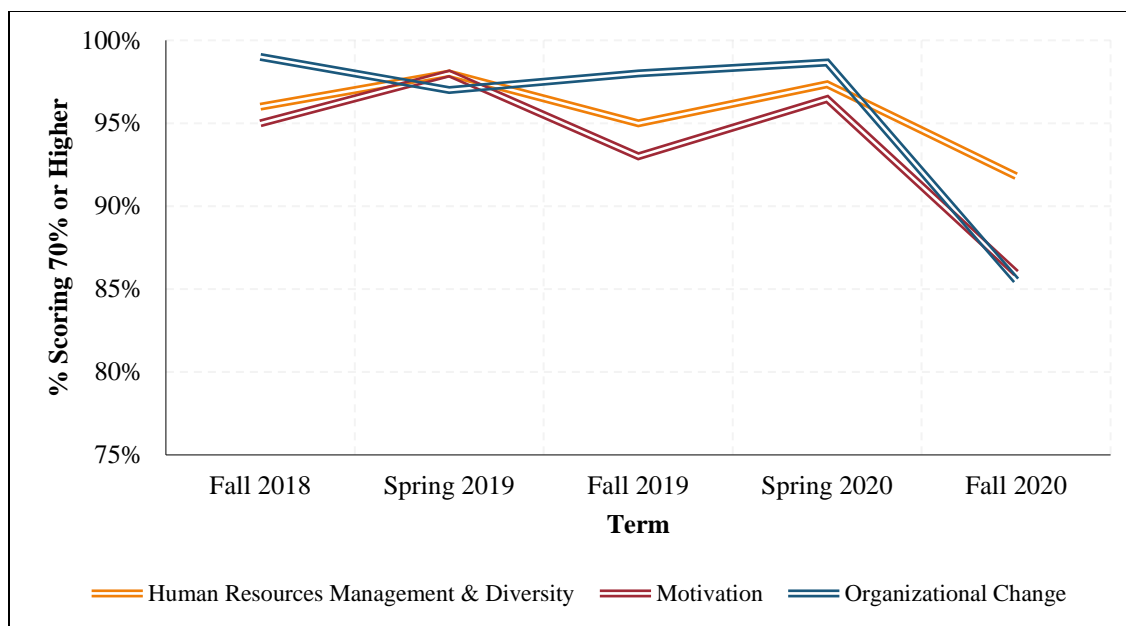


Figure 2. Comparison of achievement of the goal (70% or higher) over time.

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. During the Fall 2020 semester, a range of 152 to 171 artifacts were recorded from 9 of 9 sections of MAN 2021. Some sections only included two of the three common assignments. 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 92%. 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 86%. 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 86%.
2. No dual enrollment sections of the course were run during fall 2020 so no comparison study between dual enrollment and non-dual enrollment could be completed.
3. During the Fall 2020 semester, 126 total asynchronous online artifacts were collected, along with 0 live online, 0 flex, 17 blended, and 28 traditional. Blended exhibits the highest achievement in SLO 1 and SLO 2 while asynchronous exhibits the highest achievement in SLO 3.
4. During the Fall 2020 semester, 0 Charlotte campus artifacts were collected, along with 17 from Collier, 0 from Hendry Glades, and 0 from Thomas Edison (Lee). Collier exhibits the highest achievement in both areas in which scores were recorded (SLO 1 and SLO 2).
5. In a longitudinal study, the percent of artifacts achieving 70% or higher remains high over the time of the study until the Fall 2020 term in which all three SLOs drop by 7%-13%.