

Business & Entrepreneurship Assessment Plan Fall 2017

Rationale

This fall's assessment activities will continue looking at student performance in Accounting, continue and refine the assessment approach to Practicums, and look at student work in Introduction to Management. The activities will examine student work in relation to program and/or course outcomes and are also intended to illustrate some possible examples for future types of assessment activities.

Assessment 1: Accounting

Course Outcomes to Assess

1. Analyze and Journalize transactions for service and merchandising organization
2. Prepare Financial Statements (income statement, statement of equity, balance sheet, & statement of cash flow) for a Sole Proprietorship and a Corporation.
3. Define an asset, a liability, equity, revenue, cost of goods sold, expenses, and illustrate how they are used.
4. Maintain control over cash and other controlling accounts.
5. Will use accounting information as a decision-making tool.
6. Use the language of business.

We will continue using the online final exam developed and utilized for assessment purposes SP17. All eight sections will utilize the exam near the end of the semester. Each question on the exam is associated with one of the Course Outcomes above to help determine trends in student strengths and weaknesses. Since students notably struggled in several areas in the SP17 exam, continuing this assessment activity for FA17 will give us more data to consider to help consider student performance in Accounting.

Responsibilities and Potential Timeline

Contact Accounting Instructors about Using the Exam- Jerry and/or Mary

- Complete by 10/6/17

Communicate with Cengage about Students Accessing and Completing the Exam- Jerry

- Complete by 10/6/17

Communicate with Cengage about Retrieving Student Scores- Jerry

- Complete by 12/22/17

Collect Scored Exam Data – Tyler

- Complete by 2/1/18

Compile Data and Write Report- Tyler

- Complete by 7/1/18

Assessment 2: Practicums: Gallery Management, AEMMP Record Label, Club Management, Events Management, and Digital Business Development

During AY16-17, Practicums assessed student work based on a rubric of course outcomes specific to each course. For assessing student performance in FA17 practicums, each section will use a rubric that includes 3-4 general criteria applicable to all practicum sections and 3-4 criteria tied to that specific section. Instructors will complete the rubric for each of their students.

The 3-4 criteria that are section-specific should be tied to a specific deliverable to aid instructors in grounding their scores in specific artifacts and activities rather than a more generalized assessment of the student.

Once the rubrics are developed, Tyler and Jerry will discuss the most helpful way for faculty to complete and submit their rubrics.

Responsibilities and Potential Timeline

Contact Instructors About Assessment Activities- Mary and/or Jerry

- Complete by 10/6/17

Create Assignment Rubrics for each Practicum- Mary and/or Jerry, possibly Instructors, and/or Neil and Tyler

- Complete by 10/20/17

Score Student Work Based on the Rubrics – Instructors

- Complete by 12/22/17

Collect Scored Rubrics – Tyler

- Complete by 2/1/18

Compile Data and Write Report- Tyler

- Complete by 7/1/18

Assessment 3: Introduction to Management

We will consider student work in Introduction to Management. Jerry will find an activity or assignment that is helpful to use for the assessment, possibly working with Cengage.

Responsibilities and Potential Timeline

Determine Assignment or Activity to Use- Jerry

- Complete by 10/6/17

Contact Instructors About Assessment Activities- Jerry

- Complete by 10/6/17

Create or Revise Existing Assignment Rubrics- Jerry, possibly Instructors, and Neil and/or Tyler

- Complete by 11/7/17

Score Student Work Based on the Rubrics, if applicable – Instructors

- Complete by 12/22/17

Collect Scored Rubrics – Tyler

- Complete by 2/1/18

Compile Data and Write Report- Tyler

- Complete by 7/1/18

For Spring 2018

We will likely work with Business Writing and Leadership, among other possible sites, for assessment activities.