

# PROGRAM REVIEW – CURRICULUM PACKET

2018-2019

## MANAGEMENT

This report includes course student learning outcome (cSLO) assessment summaries from 2015-16 to 2017-18.

Table 1. Course offerings per academic year from 2015-16 to 2018-19

Table 2. Course assessment status between 2015-16 and 2017-18

Table 3. cSLOs that were not assessed between 2015-16 and 2017-18

Table 4. cSLOs assessed and corresponding Data Evaluation

Table 5. cSLOs assessed and corresponding Data Planning

### COURSE OFFERINGS

Table 1. Course offerings per academic year from 2015-16 to 2018-19

Course Name	2015-2016	2016-2017	2017-2018	2018-2019
MGMT G110	x	x	x	x
MGMT G111	x	x	x	x
MGMT G115	x	x	x	x
MGMT G130	x	x	x	x
MGMT G140	x	x	x	x
MGMT G152	x	x	x	x
MGMT G155	x	x	x	x
MGMT G155N				x
MGMT G162	x	x	x	x
MGMT G163			x	x

### COURSE ASSESSMENT STATUS

Fully Assessed



Partially Assessed



No Assessment



Table 2. Course Assessment Status between 2015-16 and 2017-18

\*No enrollment data between 2013-14 and 2018-19

Course Name	Total cSLOs	No. cSLOs Assessed	Assessment Status	Last Term Offered
MGMT G110	4	4 out of 4	Fully Assessed	↑ Spring 2019
MGMT G111	4	1 out of 4	Partially Assessed	↔ Spring 2019
MGMT G115	6	2 out of 6	Partially Assessed	↔ Spring 2019
MGMT G130	3	0 out of 3	No Assessment	↓ Fall 2018
MGMT G140	6	3 out of 6	Partially Assessed	↔ Spring 2018
MGMT G152	6	5 out of 6	Partially Assessed	↔ Spring 2019
MGMT G155	3	2 out of 3	Partially Assessed	↔ Spring 2019
MGMT G155N	3	0 out of 3	No Assessment	↓ Fall 2018
MGMT G162	7	0 out of 7	No Assessment	↓ Spring 2019
MGMT G163	3	0 out of 3	No Assessment	↓ Spring 2019

Table 3. cSLOs that were not assessed between 2015-16 and 2017-18

Course Name	cSLO Name	cSLO to Assessed
MGMT G111	cSLO 1	Explain the basic factors related to human relations within an organization.

Course Name	cSLO Name	cSLO to Assessed
MGMT G111	cSLO 2	Describe the staff skills including the recruitment process, interviewing techniques, psychological and trade tests, and evaluation of applicants.
MGMT G111	cSLO 3	Describe the proper personnel and supervisory outlook to function either as an employee or supervisor.
MGMT G115	cSLO 1	Define organizational behavior and how it affects the management process through experiential exercises and discussions.
MGMT G115	cSLO 2	Evaluate how globalization, diversity, and technology affect an organization.
MGMT G115	cSLO 3	Identify elements of organizational behavior such as personalities, attitudes, and perceptions, and how these elements affect motivation in the workplace.
MGMT G115	cSLO 6	Analyze conflict in an organization, and how change and development can lead to a functional organization.
MGMT G130	cSLO 1	Differentiate teams from groups, types and sizes of teams, and the benefits and costs of teams in organizations.
MGMT G130	cSLO 2	Identify essential tools for creating an effective organizational team; assess the performance of a team; and if not what to do about it.
MGMT G130	cSLO 3	Focus on structuring tasks, selecting people, and foster team relationships by exploring how teams communicate, evaluating team dynamics, process information and create collective team intelligence.
MGMT G140	cSLO 4	Explore new models of business-community collaboration.
MGMT G140	cSLO 5	Appreciate the importance of government regulation in business.
MGMT G140	cSLO 6	Demonstrate how ethics and integrity are essential to personal fulfillment and business success.
MGMT G152	cSLO 4	Identify the various types of small businesses and the associated advantages and disadvantages.
MGMT G155	cSLO 3	List, discuss, and/or demonstrate the various ways of meeting and exceeding the needs and expectations of a diverse customer base as well as identifying ways to enhance customer loyalty.
MGMT G155N	cSLO 1	Identify the challenges and importance of providing outstanding customer service by describing six skills required to provide customer-focused service to both internal and external customers.
MGMT G155N	cSLO 2	Demonstrate an ability to communicate effectively, solve problematic situations, and make knowledgeable decisions related to customer service issues.
MGMT G155N	cSLO 3	List, discuss, and/or demonstrate the various ways of meeting and exceeding the needs and expectations of a diverse customer base as well as identifying ways to enhance customer loyalty.
MGMT G162	cSLO 1	Prepare budgets and plans to manage a small business.
MGMT G162	cSLO 2	Identify the necessary accounting documents used in small business management.
MGMT G162	cSLO 3	Explain the concepts and approaches for cash flow management.
MGMT G162	cSLO 4	Describe techniques to manage inventory and other assets.
MGMT G162	cSLO 5	Identify methods to manage risk and recognize potential legal liabilities for your business.
MGMT G162	cSLO 6	Explain methods to evaluate, hire, compensate, incentivize, and train productive employees
MGMT G162	cSLO 7	Explain the stages of the small business life cycle and understand challenges and methods of growing a business.
MGMT G163	cSLO 1	Perform basic accounting functions applicable to a start-up enterprise such as managing receivables and payables to maximize cash flow, reconciling bank accounts, and filing and making estimated tax payments.
MGMT G163	cSLO 2	Prepare financial statements and analyze metrics to evaluate operational performance, liquidity and solvency, and certainty of future cash flows.
MGMT G163	cSLO 3	Prepare and analyze start-up cost estimates and financial projections.

## DATA EVALUATION

Table 4. cSLOs assessed and corresponding Data Evaluation.

\*Denotes historical cSLOs.

Course Name	cSLO	Semester Assessed	cSLO Data Evaluation
MGMT G110	cSLO 1	Spring 2016	Each chapter surveyed (students were given chapters and summary page numbers) had different responses from students; therefore, I believe, students honestly answered the questions relative to their knowledge of the vocabulary for each particular chapter. What was disappointing was the response rate to my SLO assessment. I'm from the old school; we went to school to learn. I'm gathering from the many years that I've been doing this that unless a student is paid with extra points for doing an assignment, most do not complete it. It's not the learning that seems important, it's the final grade regardless of how it is earned.
MGMT G110	cSLO 2	Fall 2016	My results included all students remaining in the class at the end of the semester - whether they completed or stopped completing assignments. The total possible points a student could achieve is 210. I used a C- or 70% (147) as my cutoff point to determine success or failure of the SLO. 80% of the class was successful in understanding the managerial skills required and the primary functions of management.
MGMT G110	cSLO 3	Spring 2017	The scores associated with this SLO indicate that the SLO was successfully accomplished with 83% satisfactory results. This high percentage rate, I'm sure, has to do with relevance to a student's personal life as employment opportunities are of the highest concern to those not only entering the job market but also to those seeking career advancement.
MGMT G110	cSLO 4	Fall 2015	The scores for the LearnSmart assignments associated with this SLO indicate that the SLO was successfully accomplished by the class.
MGMT G110	cSLO 4	Summer 2015	Because of the fast pace of this summer session class, I tried something new with the students by requiring and grading only LearnSmart activities and opening up all assignments so that students could work at their own pace within our short eight-week time frame. This took into account anticipated summer absences, allowing students to "double up" before or after an absence. Of the students completing the assignments, the success rate was extraordinarily high (100%).
MGMT G110	cSLO 4	Fall 2017	Of those students completing the assignment, I was impressed with the student submissions and the number of personal experiences that were shared and feel that students not only grasped the educational concepts but were also able to apply and relate those concepts to real-world experiences. However, I was extremely disappointed in the response factor of the entire class. Of the remaining 27 students in the class, only one-third completed the assignment despite the emphasis I place on SLOs. It's the lack of online student participation that brought a high (100%) success rate down to a 33% achievement number.
MGMT G111	cSLO 4	Spring 2016	Numerous questions answered correctly result in an assumption that the concepts involved in SLO #4 are being successfully grasped by the students. Final grades for the class tend to range from B to an A, resulting in the presumption that we are successful in presenting this information correctly.
MGMT G111	cSLO 4	Spring 2017	Numerous questions answered correctly result in an assumption that the concepts involved in SLO #4 are being successfully grasped by the students. Final grades for the class tend to range from B to an A, resulting in the presumption that we are successful in presenting this information correctly.
MGMT G115	cSLO 4	Spring 2016	Numerous questions answered correctly result in an assumption that the concepts involved in SLO #4 are being successfully grasped by the students. Final grades for the class tend to range from B to an A, resulting in the presumption that we are successful in presenting this information correctly.
MGMT G115	cSLO 5	Spring 2017	Numerous questions answered correctly result in an assumption that the concepts involved in SLO #5 are being successfully grasped by the students. Final grades for the

Course Name	cSLO	Semester Assessed	cSLO Data Evaluation
			class tend to range from B to an A, resulting in the presumption that we are successful in presenting this information correctly.
MGMT G140	cSLO 1	Spring 2016	The scores for the online testing instruments that were associated with this SLO indicate that the SLO was successfully accomplished with 93% satisfactory results.
MGMT G140	cSLO 1	Fall 2017	The results were acceptable.
MGMT G140	cSLO 2	Spring 2017	The scores associated with this SLO indicate that the SLO was successfully accomplished with 80% satisfactory results. Students appear to like the methodology used by the publisher's LearnSmart activities and show more positive results than through online testing as LearnSmart allows students to go back and review text material for concepts missed and then gives them additional opportunities to answer questions correctly.
MGMT G140	cSLO 3	Fall 2015	Each student was required to post his/her answer for the weekly topic by Thursday of the topic week and reply to at least two peers by the following Monday. In reviewing their answers, I required each student to research facts through Internet and job appropriate research. Topics were covered through video, real world, and chapter material. Replies to peers required at least one paragraph of either questions based on the peers answer and/or additional relevant comments that critique and add to the peers answer. Most, if not all students answered questions and topics as required and 70% of students went above what was required which included answering more than two peers because of interest in the topic studied. The factors that influenced the student results was primarily the real world application based on topic of discussion
MGMT G140	cSLO 3	Fall 2016	Each student was required to post his/her answer for the weekly topic by Thursday of the topic week and reply to at least two peers by the following Monday. In reviewing their answers, I required each student to research facts through Internet and job appropriate research. Topics were covered through video, real world, and chapter material. Replies to peers required at least one paragraph of either questions based on the peers answer and/or additional relevant comments that critique and add to the peers answer. Most, if not all students answered questions and topics as required and 80% of students went above what was required which included answering more than two peers because of interest in the topic studied. The factors that influenced the student results was primarily the real world application based on topic of discussion
MGMT G152	cSLO 1	Spring 2017	The results of the Chapter 2 quiz indicate the students were able to identify the skills and traits that are common among successful entrepreneurs.
MGMT G152	cSLO 2	Spring 2018	Students had a good sense of the concepts from SLO 3. The quiz results bear that out.
MGMT G152	cSLO 3	Fall 2017	The results of the Ch 4 Quiz indicate general success, however, I feel that some of the assessment around this SLO should be improved (see below).
MGMT G152	cSLO 5	Fall 2015	The results of the assignment were positive with 13 out of 14 students earning a 70% or higher grade on the business plan project.
MGMT G152	cSLO 6	Spring 2016	The results of the assignment were positive with 11 out of 13 students earning a 70% or higher grade on the business plan project.
MGMT G155	cSLO 1	Fall 2015	Of the remaining students in the class, only two-thirds completed the ungraded assignment. This poor completion rate resulted despite my stressing the importance of completing the assignment and the fact that I would deduct 50 points from a student's final grade if the assignment were not completed.
MGMT G155	cSLO 2	Spring 2016	It is disappointing that only 50% of the class participated in this required assignment despite my stressing the importance of SLOs and SLOAs in the Syllabus, in an e-mail, and in an online Announcement. With that being said, those who responded appeared to demonstrate the successful accomplishment of this SLO, although I believe about 25% lacked either in-depth problem-solving skills and/or appropriate written communication skills. Perhaps this was due to "just getting the assignment done" as the scenario was an easy one with the situation being presented as one that most students, as customers, probably encountered themselves.

Course Name	cSLO	Semester Assessed	cSLO Data Evaluation
MGMT G155	cSLO 2	Fall 2016	Each student researched the Trader Joe's website and found various articles on their approach to satisfying customer needs as well as identifying the company's customer service philosophy. Some students found that TJ's allows customers to "taste-test" a product prior to purchasing that product, and the employees initiate conversations with the customers, making sure they experience good customer service. Student replies to other students' posts made the assignment engaging and more meaningful.
MGMT G155	cSLO 2	Spring 2017	The scores associated with this SLO indicate that the SLO was successfully accomplished with a 74% success rate although I expected higher results as this generation is more accustomed to and prefers digital methods of instruction over traditional lecture. Thus, the video case presentations were presented to better engage students; but this semester, students appeared to have more difficulty with these assignments than in previous semesters.

## DATA PLANNING

Table 5. cSLOs assessed and corresponding Data Planning.

\*Denotes historical cSLOs.

Course Name	cSLO	Semester Assessed	cSLO Data Planning
MGMT G110	cSLO 1	Spring 2016	I was surprised at the last survey question where I solicited student comments. Most were very positive towards the way the class is structured and the following suggestions were made for improvement. <ul style="list-style-type: none"> <li>• Provide a study guide with key terms and definitions.</li> <li>• Require student discussions on vocabulary terms in the Discussion Board area.</li> <li>• Release optional questions for each chapter so students can practice and use them as a study tool for the Midterm/Final.</li> <li>• Have less LearnSmart activities and add in more specific Vocabulary activities.</li> </ul> I welcome these very valid constructive suggestions for incorporation into future classes.
MGMT G110	cSLO 2	Fall 2016	The publisher ancillary and assessment materials supporting course instruction are exceptional as evidenced by the high successful completion of the SLO. I plan to continue using the same text and ancillary materials for this course.
MGMT G110	cSLO 3	Spring 2017	Since GWC will have transitioned fully from Blackboard to Canvas and since I'm impressed with some of the additional features provided in Canvas, I plan on learning and using more of the features available through this new online learning system to help reinforce concepts contained within this SLO.
MGMT G110	cSLO 4	Fall 2015	In the past, I used LearnSmart as a method of extra credit for students and discovered that very few students took advantage of this excellent learning tool and grade-improvement opportunity. This semester, I changed these activities from extra credit to assigning points and requiring them. Students' participation improved dramatically by requiring LearnSmart as graded assignments. I plan on continuing to require and grade LearnSmart assignments as part of each student's overall course grade.
MGMT G110	cSLO 4	Summer 2015	Using the interactive adaptive LearnSmart activities in this online Summer Session course as required graded assignments proved highly successful, and I will consequently make them a course requirement in the future. However, adjusting my course calendar to allow for completion of assignments at the student's own pace worked for some students but not for others. Because of this, I will modify my future course calendars to allow for more assignment submission flexibility, but not have deadlines dates as stringent as I have had in the past.
MGMT G110	cSLO 4	Fall 2017	This is the first semester I used the online Discussion Board in this class to determine achievement of an SLO, and the response rate was terrible despite the fact that points were attached to the assignment as well as my stressing the importance of SLO participation. I do not believe it's a matter here of "improving student learning," it's more an issue of getting students involved and participating in the activity. "Tests" seem to get students' attention. In the future, I may just have to resort to an essay-

Course Name	cSLO	Semester Assessed	cSLO Data Planning
			type exam if the SLO is one to "describe" OR, sadly, bribe students by assigning a greater number of points to the assignment.
MGMT G111	cSLO 4	Spring 2016	The methods used appear to be successful. No substantial changes are contemplated.
MGMT G111	cSLO 4	Spring 2017	The methods used appear to be successful. I will attempt to raise the completion rate of assessment to 100% by including an easy answer review section.
MGMT G115	cSLO 4	Spring 2016	The methods used appear to be successful. No substantial changes are contemplated.
MGMT G115	cSLO 5	Spring 2017	The methods used appear to be successful. I will attempt to raise the successful completion rate by offering extra credit for student projects that include the objectives of SLO #5.
MGMT G140	cSLO 1	Spring 2016	Students appeared to respond favorably in learning the material; thus it appears that the same or similar methods of delivery and assessment should be continued.
MGMT G140	cSLO 1	Fall 2017	Based on the results, no modifications to SLO1 and the associated assessment are planned at this time.
MGMT G140	cSLO 2	Spring 2017	Now that LearnSmart is part of the graded course assignments, student response factor has increased from previous semesters, and I plan on continuing using this excellent instructional tool. Since GWC will have transitioned fully from Blackboard to Canvas and since I'm impressed with some of the additional features provided in Canvas, I plan on learning and using more of the features available through this new online learning system.
MGMT G140	cSLO 3	Fall 2015	The SLO was successful using the discussion board and should continue through future semesters enhancing and updating the topics for the semester to encompass current "real world" approaches and topics relevant to updated textbook. In addition, other learning opportunities including weekly quiz and opportunities outside of the classroom that can be shared within the course may enhance interest and understanding of the material. This will increase student success rate.
MGMT G140	cSLO 3	Fall 2016	The SLO was successful using the discussion board and should continue through future semesters enhancing and updating the topics for the semester to encompass current "real world" approaches and topics relevant to updated textbook. In addition, other learning opportunities including weekly quiz and opportunities outside of the classroom that can be shared within the course may enhance interest and understanding of the material. This will increase student success rate.
MGMT G152	cSLO 1	Spring 2017	No changes are planned for the course topics and related assessments associated with SLO 2.
MGMT G152	cSLO 2	Spring 2018	No changes are planned at this time.
MGMT G152	cSLO 3	Fall 2017	In Spring 2018, I plan to put greater emphasis around this particular SLO and update my methods to assess by modifying some of the quiz questions and/or creating a project around this SLO.
MGMT G152	cSLO 5	Fall 2015	No changes planned.
MGMT G152	cSLO 6	Spring 2016	In future, I plan to provide more emphasis on methods to obtain funding to improve how SLO 6 is reviewed/assessed.
MGMT G155	cSLO 1	Fall 2015	It appears the percentage of students who complete graded assignments is high; however, assignments that contain no extrinsic reward are not as readily completed. Future SLO assignments will have to be made by assessing outcomes from graded assignments. Of those who completed the above assignment, SLO achievement was successful. The change that needs to be made is not with improving student learning but with assessment methods.
MGMT G155	cSLO 2	Spring 2016	In an online class, there appears to be more focus on objective assignments and testing. I think from this assessment that I need to introduce more writing assignments and present more outside reading assignments such as "the dos and don'ts of emailing" or "how to write an effective email," "tips for effective business communications," "writing that demonstrates an understanding of someone else's point of view," etc. Although this course is not a business communications class,

Course Name	cSLO	Semester Assessed	cSLO Data Planning
			written and verbal communications with customers is essential for effective and on-going customer relationships.
MGMT G155	cSLO 2	Fall 2016	No changes needed at this time on this SLO; a different SLO will be used in next semester's course.
MGMT G155	cSLO 2	Spring 2017	Testing may have been too specific and/or students didn't take notes as they watched the presentations and then had difficulty answering the questions presented. Since GWC will have transitioned fully from Blackboard to Canvas and since I'm impressed with some of the additional features provided in Canvas, I may try using Discussions instead of homework testing to accomplish my instructional goals for this SLO.