

Business Department Annual Assessment Report 2021-2022

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Overview of Activities

During the 2021-2022 academic year, we focused on the assessment of student learning within our three existing ACBSP accredited programs. The effort involved faculty across all business disciplines with particular attention to our introductory business programming related to key prerequisite courses, specifically: Business 111: Introduction to Business, Business 181: Financial Accounting, and Business 182: Managerial Accounting.

These three courses are required prerequisites for our three accredited programs and foundational for students who desire to transfer into four-year institution business programs. Across the year, we have made significant progress in defining and capturing data that can provide insights about program and unit level success in accordance with the six stages of assessment: identification, tool design, pilot assessment, conduct full assessment, data analysis, and supporting evidence-based change.

For example, in Spring 2022, Business 111 faculty identified and reviewed data which can be captured via the Brightspace platform. Business 111 is a required, entry-level program course for all three accredited programs and provides the conceptual scheme and technical vocabulary for courses that follow. All sections utilize the same text, Pearson's *Better Business*, and selected, associated MyLab learning software DSM assignments. Students have up to three opportunities to answer questions correctly. Instructors collect the data from these at the end of the semester for analysis. Participating faculty—Brandon Pendleton and Dr. Claude Callery—reviewed the course learning outcomes, determined a shared focus and interest, and analyzed and interpreted the resulting data (see Appendix A). This project proceeded through Stage 1 (Faculty Buy-in and Outcome Identification), Stage 2 (Research and Tool Design), Stage 3 (Pilot Assessment). The model appears to be a promising one and may be deployed as a full assessment in future semesters, however the findings and discussions prompted faculty interest in an alternative project to be developed in 2022-2023 (see below).

Additional activities involved, two years-worth of past results of the final exam assessments for selected Business 181 (see Appendix A) and Business 182 (see Appendix A) sections, which were reviewed for preliminary findings about trends and differences across the student pandemic experience. Additionally, the Business Department completed a revision of those end of semester assessment exams to administer across remote, in-person and on-line modalities for two of our required accounting courses. These assessment exams had not been modified for several semesters. Upon revision, the revised exams were piloted during the Spring 2022 semester.

Going forward, the Business Department will use these preliminary findings to develop additional measures and content development for our accredited programs.

Future Projects and Plans

We are currently between stage three and four with two assessment tools we have designed. The first tool is an exam we have designed to both evaluate and assess student performance in Business related courses delivered online versus face to face. This tool was designed and preliminarily tested based on faculty raised concerns related to potential disparities observed and identified in results observed for traditional online students versus face-to-face students in the achievement of student learning outcomes. At present, we are planning to expand this review to include students who were in remote, synchronous course sections as well in Fall 2022. This review, in addition to supporting our ACBSP accreditation work will, also, help is to determine the overall viability of our curriculum and teaching tools across online, remote learning, and face to face modalities.

The second assessment tool we will be piloting in Fall 2022 is a preliminary challenge exam for our Business 111, Introduction to Business course to assess student success and knowledge retention of introductory/foundational concepts required for future business course curriculum. This exam/survey will be administered both at the beginning and at the end of the course semester to ascertain whether students are successfully learning key concepts which will be needed in future coursework and if curriculum modifications are needed. Results obtained will be used to help us in our evaluation of a capstone model to assess overall business program success from the introductory level (Business 111) to degree completion. There is department-wide agreement that there is value in trying to assess at multiple points in a student's tenure at Harold Washington College how they performed against a standard set of questions that covered a broad spectrum of business-related topics that hopefully all students could successfully answer prior to matriculating from the college. This review, also, ties in to the preparation of prior learning assessment (PLA) tools as well.

Additionally, the revised Final Exams for Business 181 and 182 will be rolled out across modalities in Fall 2022.

Appendix A: Business Assessment Data and Analysis, Fall 2021

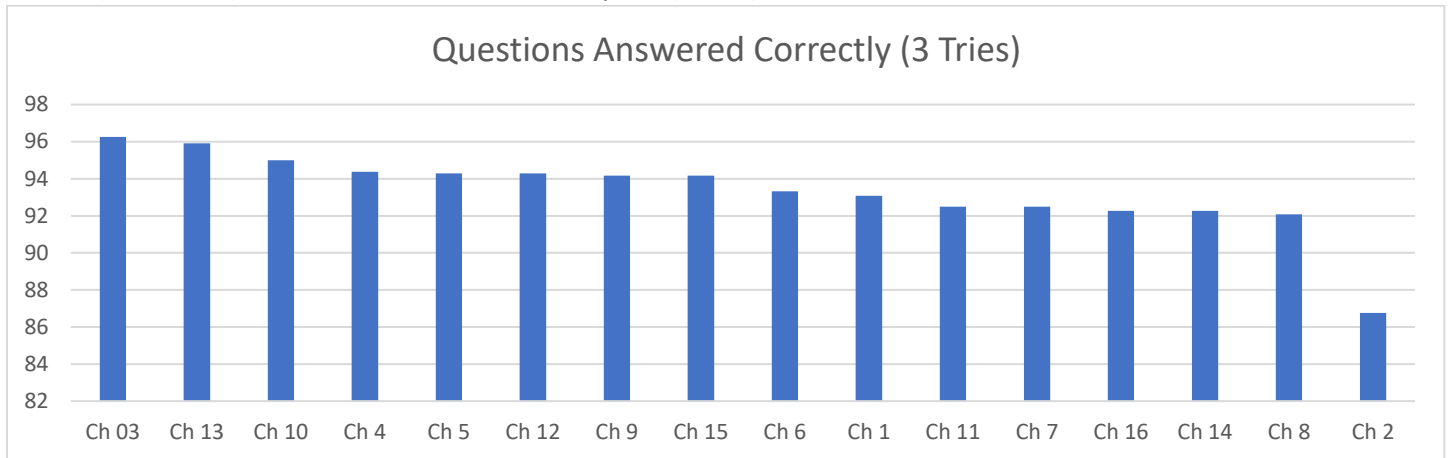
Overview: The Business Department has four programs that require annual assessment activities

AA (Business/Economics) & AAS (Management/Marketing) & AAS (Accounting)

Plan: Business 111 is a required, entry-level program course for all three accredited programs and provides the conceptual scheme and technical vocabulary for courses that follow. All sections utilize the same text, Pearson's *Better Business*, and selected, associated MyLab learning software DSM assignments. Students have up to three opportunities to answer questions correctly. Instructors collect the data from these at the end of the semester for analysis.

Learning Goal: > 90% achievement for all assigned chapters.

Results (Pilot, SP22): Goal achieved for 94% of chapters (15/16).

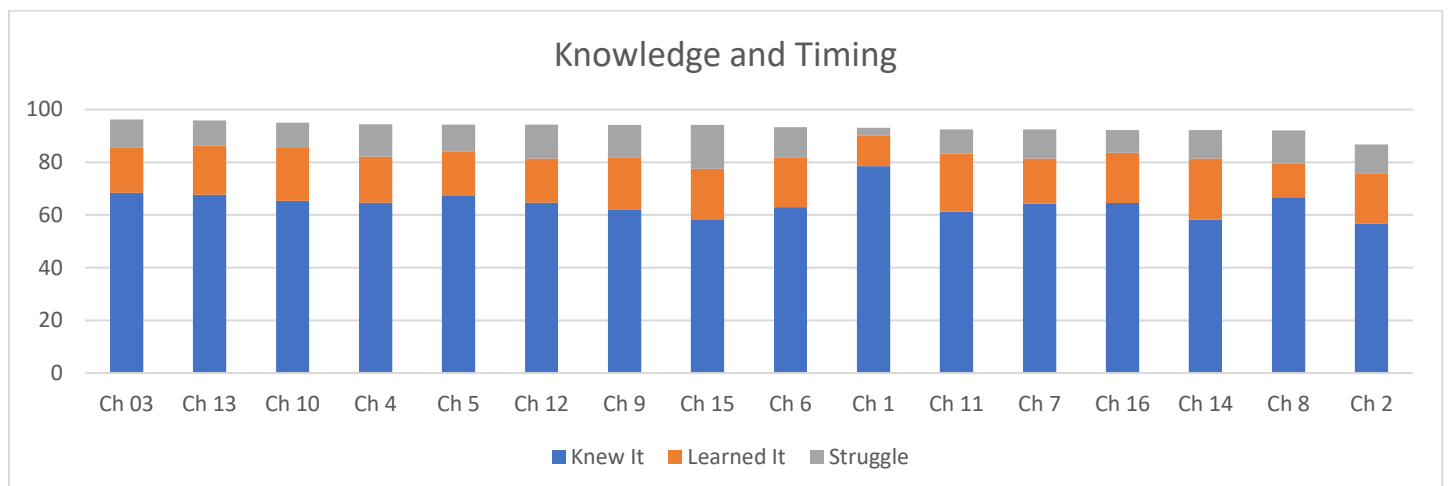


N Range (11-17)

Chapter Topics are as follows

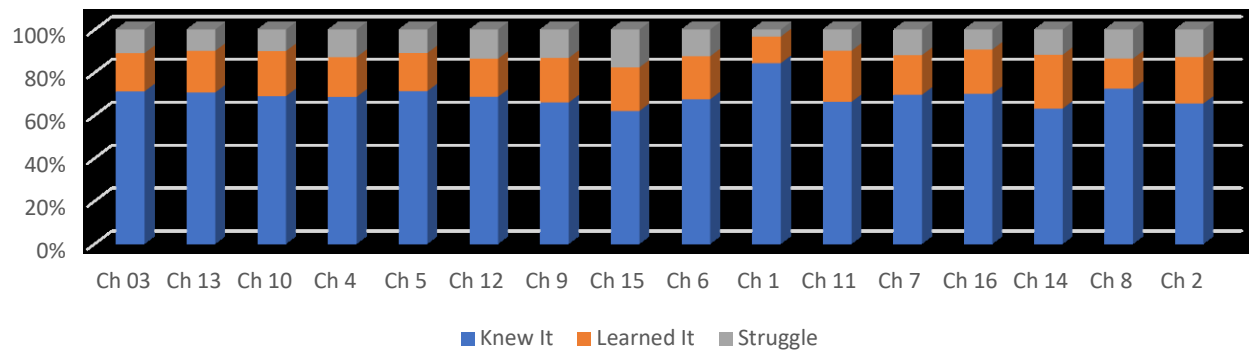
Ch 1: Business Basics
Ch 2: Economics and Banking
Ch 3: Ethics in Business
Ch 4: Business in a Global Economy
Ch 5: Small Business and the Entrepreneur
Ch 6: Forms of Business Ownership
Ch 7: Business Management and Organization
Ch 8: Motivation, Leadership, and Teamwork

Ch 9: Human Resource Management
Ch 10: Online Business and Technology
Ch 11: Production, Operations, & Supply Chain Management
Ch 12: Marketing and Consumer Behavior
Ch 13: Product Development, Branding, & Pricing Strategies
Ch 14: Promotion and Distribution
Ch 15: Financing and Accounting for Business Operations
Ch 16: Investment Opportunities in the Securities Market



N Range (11-17)

When Did They Answer Correctly?



Knew it the first time	High (% Correct on 1 st Response to Chapter Questions)		Knew it the first time	Low
Ch.1 (Basics)	78.5%		Ch. 2 (Banking/Econ)	56.8%
Ch. 3 (Ethics)	68.4%		Ch. 14 (Prod/Distr)	58.2%
Ch. 13 (Dev/Branding)	67.7%		Ch. 15 (Finance/Acct)	58.3%
Ch. 5 (Small Bus/Entr)	67.1%		Ch. 11 (Prodtn/Ops)	61.3%

Learned it	High (% Correct on 2 nd response to Chapter Questions after error)		Learned it	Low
Ch.14 (Prod/Dist)	23.2%		Ch. 1 (Basics)	11.5%
Ch. 11 (Operations)	22.1%		Ch. 8 (Motivation)	12.9%
Ch. 10 (Online Bus)	20%		Ch. 12 (Marketing)	16.8%
Ch. 9 (HR)	19.6%		Ch. 5 (Small Bus/Entr)	16.8%

Struggled	High (% Correct on 3rd Response to Chapter Questions after 2 errs)		Struggled	Low
Ch. 15 (Fin/Acct)	16.7%		Ch. 1 (Basics)	3.1%
Ch. 12 (Marketing)	12.9%		Ch 16 (Investments)	8.6%
Ch. 9 (HR)	12.5%		Ch 11 (Prodtn/Ops)	9.2%
Ch. 8 (Motivation)	12.5%		Ch. 13 (Dev/Branding)	9.6%

AAS (Accounting)

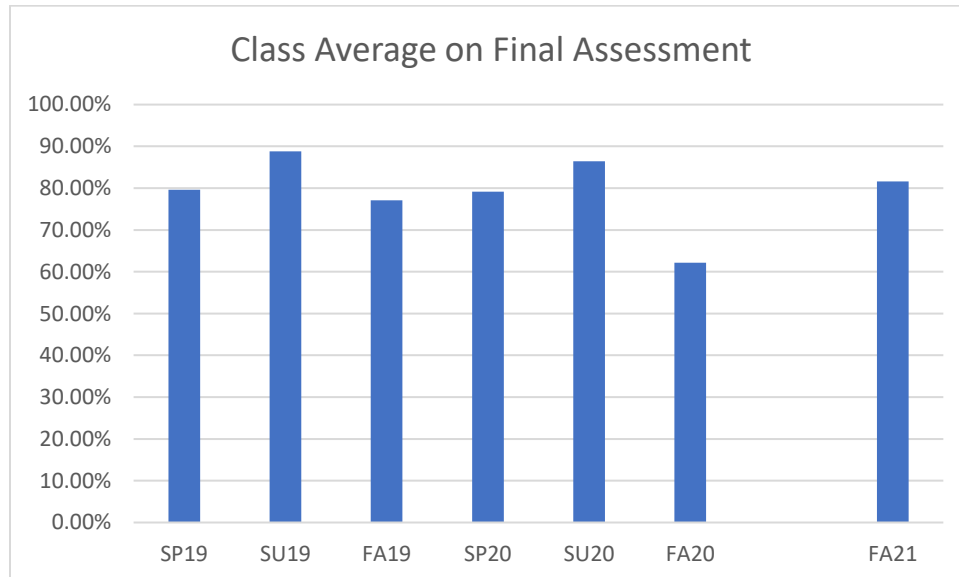
Plan: In addition to the information gathered from the measure above, direct assessment of students completing Business 181 and 182 provide additional insight into student learning, as measured by their performance on exams. The exams are 40-question, multiple choice exams.

Learning Goal: > 80% class average.

Results: The exam is not yet offered across all sections of the course and, in recent semesters, has been offered as extra-credit, leading to small, self-selecting sample sizes. From those results, however, we are able to distinguish class specific patterns, especially in relation to persistent student knowledge and ignorance that will allow for a revised, shorter version that reluctant-to-participate faculty may find more appealing.

Measure: Business 181 Exam

		SU19	FA19	SP20	SU20	FA20		FA21
Cl Avg.	79.6%	88.8%	77.1%	79.2%	86.4%	62.2%		81.6%
N =	24	18	17	9*	7*	8*		11*



Discussion: Class average results remained consistent in terms of Term-over-Term results with averages for summer classes being higher than Fall and Spring averages. There was significant fall off from Fall 2019 to Fall 2020, consistent with pandemic-related expectations related to student achievement under duress, but recovery by Fall 2021. Two important differences between the first two semesters and the others are that for the first two, the assessment was required of all students in the class, while the others are results of a self-selecting population. Thus, these results are perhaps not indicative of the class as a whole, but also show no evidence of illicit student access to answers or super-achievement.

Question Specific Results

Top 2 Most Correctly Answered Questions (% Correct)

SP19	SU19	FA19	SP20	SU20	FA20		FA21
10 (100)	1	1 (100)	1 (100)	1 (100)	6 (100)		6 (100)
11	5	5	5	3	10		16
1 (95.8)	6	6	6	5	29		22
6	7	11	10	6	2 (87.5)		26
19	10	24	20	8	4		34
24	14	10 (94.1)	22	10	11		3 (90.9)
	19	19	24	11	19		4
	21	22	25	16	28		5
	24	25	29	19			10
	35	28	4 (88.9)	20			11
	2 (94.4)		14	21			13
	12		16	23			19
	13		17	24			21
	16		19	26			24
	20		21	27			25
	29		23	28			27
	38		26	29			29
	40		28	32			40
			34	34			
			36	37			
			40	38			
				2 (85.7)			
				4			
				7			
				12			
				17			
				25			
				30			
				33			
				36			
				40			

Commonly Correctly Answered

#6: Which side of the account increases a cash account?

#19: The accounting cycle requires three trial balances be done. In what order should they be prepared?

#10: The purchase of supplies on account was recorded and posted as a debit to Supplies for \$500 and a credit to Accounts Receivable for \$500. The correcting entry would include a:

#24: Which of the following groups are considered to be internal users of accounting information?

#1: Who among the following uses financial reports?

#4: How does paying a liability in cash affect the accounting equation?

#5: Liabilities are reported on the

#11: Adjusting entries affect at least one

Top 3-5 Least Correctly Answered Questions (% Correct)

SP19	SU19	FA19	SP20	SU20	FA20		FA21
13	39	31	39	15	14		39
37	3	13	8	22	15		33
36	36	14	11	14	9		7
15	25	33	13	31	17		15
21	28	38	15	39	23		31
31	30	8	18	9			36
33	31	39	31	13			38
		40	33	18			
			35	35			

#31: If the effect of the debit portion of an adjusting entry is to increase the balance of an expense account, which of the following describes the effect of the credit portion of the entry?

#39: The accounting principle which serves as the basis for determining when to record expenses is the

#15: If assets increase 120,000 during a given period and retained earnings increase 75,000 during the same period, liabilities must:

#33: Accumulated depreciation appears on the

#13: The net income reported on the income statement is \$78,000. However, adjusting entries have not been made at the end of the period for depreciation expense of \$5,000, accrued salaries of \$1,300, unearned rent earned during the period of

Business 182 Assessment

Measure: Final Exam

	SP19	SU19	FA19	SP20	SU20	FA20	SP21	SU21	FA21
Cl Avg.	73.50%	79.13%	72.50%	78.39%	78.61%	74.44%	75.42%	n/a	81.04%
N =	30	20	8	14*	18*	9*	6*	n/a	12*

(2 Secs)



Discussion: In contrast to Business 181, the post-pandemic shift to self-selecting takers (amid remote instruction) led to quite different results, especially in fall terms. Small sample sizes make for low confidence in the observed trends.

Question Specific Results

Top 2 Most Correctly Answered Questions (% Correct)

SP19	SU19	FA19	SP20	SU20	FA20	SP21	SU21	FA21
2	2	1	1	1	1	1		5
5	10	2	2	6	2	2		9
6	22	4	6	8	6	5		21
10	1	7	10	15	9	6		2
13	6	8	11	19	11	9		7
20	20	10	13	2	15	10		12
22	23	14	17	4	17	11		14
4	29	15	19	5	21	13		16
15	37	17	22	7	7	15		17
19		18	4	9	8	19		19
29		20	7	11	10	20		20
1		21	9	20	13	22		25
9		22	18	22	19	27		27
23		23	20	28	20	29		32
		27	21	29	22	4		34
		29	23		23	7		35
		37	29		26	8		36
		39	39		27	17		39
		6			28	21		
		9			29	23		
		13			30	25		
		16			39	26		
		19				28		
		25				30		
		28				33		
		36				38		

#2: All of the following are ways that managers use managerial information except

#20: For January, sales revenue is \$700,000; sales commissions are 5% of sales; the sales manager's

salary is \$96,000; advertising expenses are \$90,000; shipping expenses total 2% of sales; and miscellaneous selling expenses are \$2,100 plus 1/2 of 1% of sales.

#1: Which of the following is most associated with managerial accounting?

#9: The three categories of manufacturing costs comprising the cost of work in process are direct labor, direct materials, and:

#22: A company is preparing its their Cash Budget. The following data has been provided for cash receipts and payments. The company's cash balance at January 1st is \$290,000. This company desires a minimum cash balance of \$340,000. What is the amount

#10: In the manufacture of 15,000 units of a product, direct materials cost incurred was \$165,000, direct labor cost incurred was \$105,000, and applied factory overhead was \$53,500. What is the total conversion cost?

Top 3-5 Least Correctly Answered Questions (% Correct)

SP19	SU19	FA19	SP20	SU20	FA20	SP21	SU21	FA21
40	40	3	40	40	40	3		26
3	3	40	3	3	3	40		33
33	30	32	32	36	36	12		11
35	38	11	12	24	12	16		22
12	31	33	33	31	14	24		31
32		38		32	31	37		3
36		26		14	16	32		
31					24	36		
24					35			
34					37			
37								

#40: Tara Companys budget includes the following credit sales for the current year: September, \$25,000; October, \$36,000; November, \$30,000; December, \$32,000. Experience has shown that payment for the credit sales is received as follows: 15% in the month of

#3: Product costs

#31: Cost of Materials Used; \$45,000 Direct Labor costs; \$48,000 Factory Overhead; \$39,000 Work in Process, beg.;\$28,000 Work in Process, end.;\$18,000 What is Cost of Goods Manufactured?

#24: Which of the following conditions normally would not indicate that standard costs should be revised?

#32: For the manufacturing business, inventory which is in the process of being manufactured is referred to as: