



**STARK STATE COLLEGE
ASSESSMENT SUMMARY REPORT**

Department/Division Business & Entrepreneurial Studies Division	Chair/Dean Dan Fuline/Donald Mullen/Cheri Rice
Degree Program(s)/Options(s)/Certificates(s) Accounting and Finance Accounting – Corporate Major, Accounting – CPA Major, Bookkeeping One-Year Certificate, Computer-Integrated Accounting – One-Year Certificate, Enrolled Agent – One-Year Certificate, Fundamental Payroll – One-Year Certificate, Accounting – Tax Major, Accounting – Computer Information Major, Accounting Services for Health Administration Major, Banking Associate – One-Year Certificate, Accounting – Forensic Accounting Major, Corporate Finance Management and Marketing Business Management, Business Management – Entrepreneurship Major`, Business Management-International Business Major, Business Management-Small Business Major, Business Management-Health Services Major, Business Management-Finance Major, Business Management-Human Resources Major, Business Management-Kent State University-BBA Major, Business Administration (AA), Entrepreneurship, Entrepreneurship Certificate, Fashion Merchandising, Culinary Arts, Marketing Management, Marketing Management-Sales Major, Marketing Management-E-Commerce Major, Marketing Management-Logistics Major, Business Management-Sports Management Major, Business Management -Gaming Management Major, and CEC: International Business, Entrepreneurship, Advanced Entrepreneurship, Quality Management, Sales, Supervision.	Academic Year (20xx/20xx) 2014/2015
<p>The annual assessment summary report assists the College in documenting assessment progress and provides department chairs with assessment data needed to complete their academic program review. Department chairs will summarize information for the courses assessed in their department during the academic year. Chairs will forward their department summary report to their dean by June 14. Deans will summarize information for the courses assessed in their division and forward their division report to the Provost by July 7. The Provost will prepare an Academic Affairs' assessment report by July 31.</p>	
<p>1. Summary of milestones</p>	

- a. Courses assessed/total number of eligible courses in your department or division = **30/84 = 36%** (ex. 8/45=18%)
****Eligible courses reflect all approved courses in your department/division, including courses with an effective date, during this academic year.**

(Please provide numbers, including zero (0), in the blanks below. These numbers reflect all the SECTIONS that have been assessed. If not applicable, indicate with an NA.)

Faculty:	41 FT	8 Adjunct		
Modality:	27 F2F	1 W2	21 W3	0 W4
Campus:	21 Main	5 Satellite	0 Dual Enrollment	0 Early College
Time:	19 Day	9 Evening	0 Weekend	

- b. Courses re-assessed during this past academic year = **5/29 = 17%**
****Report number of courses as re-assessed only if they fell below the college minimum standard of 70% OVERALL.**

(Please provide numbers, including zero (0), in the blanks below. These numbers reflect all the SECTIONS that have been re-assessed. If not applicable, indicate with an NA.)

Faculty:	8 FT	2 Adjunct		
Modality:	3 F2F	0 W2	3 W3	0 W4
Campus:	3 Main	0 Satellite	0 Dual Enrollment	0 Early College
Time:	1 Day	2 Evening	0 Weekend	

- c. Programs, options, certificates affected by assessment/eligible programs, options, certificates= **37/37 = 100%** (ex. 1/3=33%)
 Note: The 12 programs, options, & certificates include only Associate degrees and One-Year Certificates, not Career-Enhancement Certificates.

- a. Departments participating in assessment/eligible departments= **2/2 = 100%** (**To be completed by Deans ONLY**) (ex. 4/4=100%)

2. Provide a brief summary of the previous year's data that was collected related to the outcomes and the plans for improvement implemented. Did the plans for improvement implemented assist the department in achieving the goals?

Based upon the assessment results from the first Assessment cycle, and our first year of round two, the Accounting & Finance Faculty developed and implemented improvement plans which positively impacted the outcomes for the courses assessed and re-assessed.

Any achievement level for any evaluation method that fell below the 70% minimum college standard was reassessed during Fall 2014 and/or Spring 15. Faculty continue to implement plans for improvement as stated on the course assessment forms. In addition, course facilitators continue to work closely with those faculty (full-time and adjunct) who teach sections of the courses they facilitate to provide direction and gain feedback on assignments/assessments.

Those courses that have evaluation methods with achievement levels below the minimum standard will continue to be re-assessed each semester and plans for improvement implemented until those achievement levels are above the 70%.

Both full time and adjunct faculty understand the course assessment process. Based upon the assessment results of fall 2014, Management and Marketing faculty developed and implemented improvement plans which positively impacted the outcome for the course that was reassessed in spring 2015. Fall 2014 began our second academic year of our three year assessment period.

3. List the evaluation methods used to evaluate the GLOs and PLOs. Refer to examples on the course assessment templates and in the assessment handbook available on *mystarkstate*.

General Learning Outcomes (GLOs)		Program Learning Outcomes (PLOs)
Chapter Tests/Exams	Team Research Paper	PLO's are being reviewed and updated for all Accounting & Finance programs and one-year certificates for the 2013-2016 three-year cycle.
Quizzes	In-class Team Presentations/Projects	PLO's are being reviewed/updated for all Management programs for the 2013-2016 three year cycle
Research Projects/Papers	Online/Journal Assignments	PLO's are being reviewed/updated for all Marketing programs for the 2013-2016 three year cycle
Case Studies & Briefs	Capstone Business Simulation	PLO's are being reviewed/updated for all Entrepreneurship programs for the 2013-2016 three year cycle
Discussion Forums	Peer Evaluations	
Written Reports	Class Discussions and Participation	
Comp XM/Comprehensive Final Exams	Online assignments and article summaries	
Homework	Logistics/Critical Thinking exercises	
Value Chain Production Process Assignment/Business Plan/discussion	Negotiation exercises	
Entrepreneurship presentation	Strategy Formulation and Decision Making exercises	

4. What evidence do you have that students achieved or did not achieve the learning outcomes? (Please include evidence of students

achieving the learning outcomes.)

The General Learning Outcomes (GLOs) are identified on the master syllabus for each course, and have been reviewed for accuracy. The course objectives, which also appear on each master syllabus, have been aligned to each GLO. All evaluation methods used to measure and evaluate student success for each GLO were identified. For each course assessed, the level of achievement for each evaluation method was reported using the number of students earning 70 percent or higher out of the total number of students who completed the evaluation tool and completed the course. If the achievement level fell below the minimum college-wide standard, planned improvements were identified to improve student learning in the GLO.

Class	Status	GLO 1	GLO 2	GLO 3	GLO 4	GLO 5	GLO 6
Course ID	Assessed and/or Reassessed	Effective Communication	Quantitative Literacy	Information Literacy	Critical Thinking	Global and Diversity Awareness	Civic, Professional, and Ethical Responsibility
ACC232 Government & NFP 1 section assessed	Assessed	137/140 98%	137/140 98%	137/140 98%	137/140 98%	n/a	137/140 98%
ACC229 Comp Acctg Appl. 1 section assessed	Assessed	43/44 98%	43/44 98%	n/a	43/44 98%	n/a	n/a
ACC130 Bus Law & Ethics 6 sections assessed	Assessed	77/80 96%	n/a	77/80 96%	265/328 81%	63/75 84%	342/408 84%
ACC132 Financial Acctg 4 sections assessed and 3 sections reassessed	Assessed and Reassessed	214/311 69%	214/311 69%	n/a	214/311 69%	n/a	61/83 73%
ACC238 Fin. Stmt. Anal.	Assessed	27/36 75%	27/36 75%	27/36 75%	27/36 75%	n/a	1027/36 75%

1 section assessed							
ACC134 International Law 1 section assessed	Assessed	20/21 95%	n/a	20/21 95%	20/21 95%	20/21 95%	20/21 95%
FIN220 Business Finance 2 sections assessed	Assessed	90/100 90%	90/100 90%	19/20 95%	90/100 90%	n/a	38/40 95%
ACC124 Individual Tax 2 sections assessed	Assessed	83/126 66%	83/126 66%	83/126 66%	83/126 66%	83/126 66%	83/126 66%
ACC121 Princ. Of Accounting 3 sections assessed	Assessed	99/140 71%	99/140 71%	n/a	99/140 71%	n/a	27/34 79%
ACC227 Payroll Accounting 1 section assessed	Assessed	26/33 79%	26/33 79%	26/33 79%	26/33 79%	n/a	n/a
ACC235 Forensic Accounting 1 section assessed	Assessed	211/244 86%	n/a	176/209 84%	176/209 84%	n/a	55/70 79%
BUS124 Bus. Analysis w/Algebra 4 sections reassessed	Reassessed	n/a	149/207 72%	n/a	149/207 72%	n/a	n/a
ACC237	Reassessed	9/12	9/12	n/a	9/12	n/a	9/12

Fraud Examination 1 section reassessed		75%	75%		75%		75%
FIN227 Money & Banking 1 section reassessed	Reassessed	12/20 60%	n/a	12/20 60%	12/20 60%	12/20 60%	12/20 60%
Operations Management, MGT227 3/5 sections assessed	Reassessed	125/168=74%	239/324=74%	105/132=71%	229/324=71%	Not Assessed	292/394=74%
Supervision, MGT221 2/7 sections assessed	Assessed	238/250=95%	Not assessed	409/437=94%	318/350=91%	266/304=88%	296/312=95%
Small Business Management, MGT222 1/2 sections assessed	Assessed	302/330=92%	326/360=91%	326/360=91%	304/331=92%	304/331=92%	304/331=92%
International Business, MGT232. 1/4 sections assessed	Assessed	120/140=86%	Not Assessed	Not Assessed	164/175=94%	33/35=94%	35/35=100%
Human Resource Management, MGT224 1/6 sections assessed	Assessed	131/151=87%	Not Assessed	Not Assessed	35/38=92%	35/37=95%	35/37=95%
Entrepreneurship, ENT120. 2/5 sections assessed	Assessed	64/64=100%	Not Assessed	82/86=95%	60/60=100%	Not Assessed	20/20=100%
Macroeconomics,	Assessed					Not Assessed	

BUS222. 2/13 sections assessed		146/164=89%	535/673=79%	231/254=91%	574/714=80%		146/164=89%
Basic Economics, BUS122, 2/14 sections assessed	Assessed	103/138=75%	103/138=75%	103/138=75%	103/138=75%	Not Assessed	44/56=79%
Advertising, MKT222. 1/3 sections assessed	Assessed	42/42=100%	52/52=100%	42/42=100%	42/42=100%	62/62=100%	10/10=100%
Prin of Management, MGT121. 2/16 sections assessed	Assessed	462/507=91%	Not assessed	149/176=85%	1081/1142=95%	404/451=90%	193/203=95%
Business Decision Making, MGT223, 2/4 sections assessed	Assessed	143/147=97%	55/74=74%	55/74=74%	55/74=74%	109/111=98%	109/111=98%
Principles of Transportation, MKT234, 1/1 sections assessed	Assessed	16/16=100%	Not Assessed	7/8=88%	19/20=95%	7/7=100%	11/11=100%
Introduction to Logistics, MKT235. 1/1 sections assessed	Assessed	11/11=100%	7/8=88%	12/12=100%	7/8=88%	7/8=88%	7/8=88%
Culinary ServSafe, CUL119	Assessed	41/45=91%	Not Assessed	41/45=91%	17/19=89%	Not Assessed	14/14=100%
Sanitation and Safety, CUL120	Assessed	41/45=91%	Not Assessed	41/45=91%	17/19=89%	Not Assessed	14/14=100%
Food Fundamentals, CUL122	Assessed	43/43=100%	26/37=70%	43/43=100%	18/18=100%	Not Assessed	8/10=80%
Fundamental Cooking-Prep I: CUL123	Assessed	59/60=98%	40/52=77%	59/60=98%	39/40=98%	Not Assessed	12/13=92%

5. Outline and summarize the action plans that have been developed to improve student learning based on the evidence for this year.

In order to improve student learning outcomes, we will implement the following:

- Instructors will reinforce key concepts from prior accounting classes to improve student learning outcomes;
- We will continue offering and increase the number of in-person review sessions for online students;
- Online instructors will encourage better student advising regarding the rigors of web-based classes. They will also increase the use of video based learning within W3 sections;
- We will continue to train new Adjunct Faculty on the use of the financial calculator;
- Instructors with assessment methods that fall below the minimum requirement will place more emphasis on the key concepts contained in the applicable sections of the course;
- Instructors will emphasize to students the availability and benefits of using the Tutoring Center;
- We will continue to reevaluate the validity of test and quiz questions and problems;
- the addition of more support materials on Angel;
- reevaluation of study guides and review exercises;
- emphasis on utilization of more tutoring;
- reevaluation of validity and difficulty of exam questions;
- reevaluation of Online Exercise topics, reevaluation of Discussion Forum topics;
- addition of materials to support content of chapters;
- addition of assignments and course objective to support the GLO's; and
- Faculty continually review the GLO's and the methods of evaluation of all the department's courses.

6. What steps did you take to ensure shared responsibility from faculty/staff/students/advisory boards/etc. for student learning and assessment of student learning?

All Accounting & Finance Department faculty were instructed to re-assess any method of evaluation that fell below the minimum standard and report the achievement levels of the re-assessment.

Fulltime faculty member instructed and mentored any adjuncts teaching courses that the fulltime faculty member coordinates to ensure consistent course presentation and assessment.

During the 2015-2016 academic year, the Accounting & Finance Department faculty will assess all courses not yet assessed during the current three-year cycle, and continue to re-assess and evaluation methods that fall below the minimum standard.

Our Advisory Board members have been advised of the assessment process, and will be updated on our progress during our Fall 2015 Board meeting.

Management and Marketing faculty were asked to assess all courses that were scheduled for assessment during the fall 2014/spring 2015

timeline. They were also asked to re-assess any method of evaluation that fell below the minimum standard and report the achievement level at the end of spring 2015 semester. They were also reminded to mentor and instruct any adjuncts that were teaching a course that needed to be assessed or reassessed during the 2014-2015 AY. Advisory boards have been informed of the course assessment process, and the department encouraged the Advisory Board members to provide input/feedback pertaining to the courses and their viability to our programs/certificates/options. As part of the Department meeting scheduled prior to the start of the fall semester, the assessment process and timeline will be discussed and updated. Assessment of additional courses and re-assessment of necessary courses will occur during the next academic year.

7. Identify the steps you plan to take to improve the effectiveness of the efforts to assess and improve student learning for next year.

Steps for Improvement	Resource(s) Needed
Discuss Assessment in Department Staff Meetings	N/A
Discuss Assessment in Advisory Board Meetings	N/A
Review all syllabi at the beginning of each semester to ensure alignment of GLOs with course objectives and methods of evaluation	N/A
Continued mentoring of Adjunct faculty by fulltime faculty	N/A
Enhance assessment training for all faculty, including Adjuncts	Assessment coordinator, programs coordinators
Add additional review of materials covered in previous courses	N/A
Creation of new homework assignments and revisions to existing homework assignments	N/A
Evaluation of and revisions to material and subjects covered in the classroom, demonstrate more in-class exercises	N/A
Implement additional small group work to reinforce concepts	N/A
Incorporate additional review with quizzes	N/A
Increase contact with adjunct faculty at satellite campuses	N/A
Continued assessment training, including Academic Program Review training, for all faculty, including adjunct.	Assessment coordinator, programs coordinators
Communicate assessment process to students.	Faculty and class syllabi information on course assessment

Add additional review of materials covered in previous courses.	N/A
Creation of new and revisions to existing homework assignments.	N/A
Evaluation and revisions to material and subjects covered in the classroom, demonstrate more in-class exercises	N/A
Small group work to reinforce concepts.	N/A
Incorporate additional review with quizzes.	N/A