

SLO REPORT - BUS/MKT/MGMT

Fall 2008

Class/Section	Instructor	SLO	Assignment	Performance	How Results Use	Required
				Criteria Actual Results		
MKT*032*67293	Seethaler	Evaluate distribution strategy and determine if it is effective.				Missing - no assessment completed
MKT*033*67294	Faries	Develop a promotional strategy	Case study, presentation	100%	Evaluate assignment	None
MKT*034*68157	Varma	Develop a networking plan.	Quiz	100%	To evaluate effectiveness of multi-dimensional quiz.	None
MKT*036*68158	Hunsaker	Evaluate marketing plans and determine if they are effective.	Create and present marketing plan	100%	Evaluate assignment	None
MKT*040*67295	Yurtseven	Explain the selling process in a free market economy, evaluate personal and professional traits of the profession, identify selling techniques and relationship selling.	Term paper	100%	Evaluate assignment	None
MKT*056A*67296	Carpenter	Apply product planning techniques	Exam	89%	Evaluate assignment	None
MKT*056B*67297	Carpenter	Develop an effective marketing strategy using 4 Ps	Class project - marketing plan	100%	Evaluate assignment	None
MKT*059A*68160	Varma	Develop an effective public relations campaign.	Class project	100%	Evaluate assignment	None
MKT*060*68156	Meyer	Evaluate global marketing strategies	Case study	100%	Assess competency	None
MKT*084A*67299	McCormick	Describe search engine marketing and optimization, and understand the basic terms and processes	Exam	75%	Evaluate teaching effectiveness	Need to shorten exam
MKT*084B*67300	Varma	Develop an email marketing plan.	Class project	100%	Evaluate assignment	None
MGMT*009*68195	Eddy	Evaluate the four functions of management in business situations	Self inventory of mgmt skills	100%	Evaluate assignment	None
MGMT*010*67277	Eddy	Identify and use the six steps to a successful negotiation	Role play	100%	Evaluate assignment	None
MGMT*010*68455	Nolan	Demonstrate a win-win negotiating strategy	Class project/role play	100%	Evaluate assignment	None
MGMT*011*68153	Eddy	Identify and use the eight steps in effective decision making	Class project	100%	Evaluate assignment	None
MGMT*012*68169	Eddy	Identify and apply the four elements in a typical Ishikawa fishbone diagram used to diagnose common quality problems	Class project	100%	Evaluate assignment	None
MGMT*013*67278	Eddy	Apply a stress coping technique to an appropriate situation.	Class project - use the Homes and Rahe Life Stress Questionnaire to assess own current level of stress in life	100%	Evaluate assignment	None
MGMT*016*68149	Eddy	Describe and receive personal feedback on the five conflict styles	Class project - complete and score Thomas-Kilman instrument	100%	Evaluate assignment	None
MGMT*019*67279	Eddy	Describe the major differences between difficult people and just different people and one key characteristic of each of the six types of difficult people	Class project - share feedback with partner	100%	Evaluate assignment	None
MGMT*019*68154	Nolan	Demonstrate three assertive communication coping methods useful in dealing with difficult people.	Class project/role play	100%	Evaluate assignment	None
MGMT*020*67280	Eddy	Describe the four major phases of development in getting to "performing" status in teams	Class project - self assessment and feedback	100%	Evaluate assignment	None

MGMT*021*67281	Zilg	Create a project plan utilizing the Work Breakdown Structures and Gantt Chart tools	Team project case study	96%	Evaluate effectiveness of assignment	Need to streamline steps to account for larger class size
MGMT*022*68152	Nolan	Use the steps in preparing an effective budget	Class project	100%	Evaluate assignment	None
MGMT*024*68150	Eddy	Describe six major requirements for effective group brainstorming	Brainstorming exercises	100%	Evaluate assignment	None
MGMT*102*67283	Braun	Critically evaluate the leadership of their own organizations in light of the concepts of this course	Leadership skill exercise	95%	Evaluate assignment	None
MGMT*103*67284	Braun	Demonstrate understanding of how organization skills are used to solve management problems.	Critical thinking exercise - written responses	95%	Evaluate assignment	None
MGMT*118*67285	Leadbeater	Analyze jobs and conduct human resources planning tasks	Class assignment	100%	Assess competency	None
MGMT*158*67287	Eddy	Formulate effective time management strategies.	Class project - complete list of life goals and work goals for next week using the SMART guidelines for well written performance goals	100%	Assess competency	None
MGMT*201*68165	Meyer	Demonstrate basic human resource skills in the workplace.				Student hasn't completed class

BUS*010*68167	Yurtseven	Analyze and evaluate International trade data, name major influences in International Trade, explain how the monetary system works.	Term paper	100%	Assess competency	None
BUS*021*66278	Van Tassel	List and give examples of the components of a computer based information system (CBIS)	Short answer written exam	81%	Assess competency	None
BUS*021*66279	Whitehill	Apply info systems terms and concepts	Research project	90%	Assess competency	None
BUS*021*66280	Van Tassel	List and give examples of the components of a computer based information system (CBIS)	Online exam	81%	Assess competency	None
BUS*021L*66281	Van Tassel	Demonstrate ability to use a spreadsheet, word processing and presentation program				
BUS*021L*66282	Whitehill	Demonstrate ability to use a spreadsheet, word processing and presentation program	Class project	90% achieved level 2 or better (achieving proficiency)	Assess competency	None
BUS*021L*66283	Van Tassel	Demonstrate ability to use a spreadsheet, word processing and presentation program				
BUS*028A*66285	Nolan	Analyze business situation involving legal issue and determine best course of action.	Case study	100%	Assess competency	None
BUS*028A*66286	Meyer	Analyze business situation involving legal issue and determine best course of action.	Case study	100%	Assess competency	None
BUS*028A*66287	Zilg	Analyze business situation involving legal issue and determine best course of action.	Case study legal brief	93%	Evaluate effectiveness of assignment	None
BUS*028A*66288	Meyer	Analyze business situation involving legal issue and determine best course of action.	Special project	100%	Assess competency	None
BUS*028A*66289	Van Tassel	Analyze business situation involving legal issue and determine best course of action.	Paper	100%	Assess competency	None
BUS*037*66290	Meyer	Develop a project plan	Case study	100%	Assess competency	None

BUS*050*66291	Del Frate	Demonstrate ability to prepare an employment portfolio	Portfolio	90%	Assess competency	None
BUS*051*66292	Van Tassel	Analyze business situations and determine best course of action	Written assignment	100%	Assess competency	None
BUS*051*66293	Leadbeater	Analyze business situations and determine best course of action	Case study	94%	Assess competency	None
BUS*051*66294	Meyer	Analyze business situations and determine best course of action	Case study on marketing topics	89%	Assess competency	2 students who received low scores submitted assignment LATE
BUS*051*66295	Zlig	Analyze business situations and determine best course of action	Investment project	91%	Review effectiveness of assignment	None
BUS*051*66296	Braun	Analyze business situations and determine best course of action	Critical thinking exercise written responses	95%	Review effectiveness of assignment	None
BUS*052*66297	Van Tassel	Demonstrate use of computer database	Written assignment	100%	Assess competency	None
BUS*054*66299	Whitehill	Analyze small business situation and determine best course of action	Case studies "You make the call"	90% achieved level 3 or better (met most or many criteria)	Assess competency	None
BUS*054A*66300	Hunsaker	Evaluate business plans and determine if they are effective	Create and present a business plan	100%	Assess competency	None
BUS*061*66301	Braun	Analyze business situation and determine best course of action	Case study	95%	Review effectiveness of assignment	None
BUS*064B*66303	Nolan	Calculate trade and cash discounts	30 question midterm exam	100%	Assess competency	None
BUS*064B*66302	Van Tassel	Calculate trade and cash discounts	Exam	70%	Assess competency	Needs further discussion
BUS*078B*66304	Varma	Write a business memo, letter and report in proper format and using correct grammar	Quiz - writing business letter	90%	Evaluate effectiveness of assignment	None
BUS*078B*66305	Meyer	Write a business memo, letter and report in proper format and using correct grammar	Class activities - writing assignments	90%	Assess competency	None
BUS*078H*68146	Varma	Write an effective email message in proper format using correct grammar.	Quiz in which students had to write a business email in response to a given scenario	100%	Evaluate effectiveness of assignment	None
BUS*079*66306	Leadbeater	Apply motivation theories and leadership styles to job situations.	Case study	100%	Evaluate effectiveness of assignment	None
BUS*086A*68147	Whitehill	Build a basic website	Class project - building 3 websites	100% of students received scores of "excellent" or "good/satisfactory"	Assess competency	None

Issues:

- * Not using correct/appropriate SLO for class
- * Is performance criteria of 90% "right?"
- * Incomplete reports submitted
- * No assessment used in class
- * No report submitted

SLO REPORT - BUS/MKT/MGMT

Spring 2009

Class/Section	Instructor	SLO	Assignment	Performance		Required Changes/comments
				Criteria Actual Results	How Results Use	
MKT*031*73425	Carpenter	Evaluate pricing strategy and determine if effective	Class project	100%	Assess competency	None
MKT*056A*71884	Meyer	Apply product planning techniques	Case study	100%	Assess competency	None
MKT*059A*71885	Carpenter	Develop an effective public relations campaign.	Class project	100%	Assess competency	None
MKT*062*71887	Seethaler	Conduct and compile necessary research data to determine feasibility of starting an import and/or export business	Business plan	100%	Assess competency	None
MKT*070A*73402	Faries	Develop a product launch plan.	Class project	100%	Assess competency	None
MKT*072*73403	McCormick	Develop a social media marketing plan.	Class project	100%	Evaluate assignment	May need to change assessment
MKT*072A*73404	Rubino	Evaluate blogging strategies as option for marketing plan.	Quiz	100%	Assess competency	None
MKT*081A*71890	Carpenter	Evaluate the effectiveness of an advertising campaign.	Class project	100%	Assess competency	None
MKT*084A*73406	McCormick	Describe search engine marketing and optimization, and understand the basic terms and processes	Exam	69%	Evaluate teaching effectiveness and quality of test	Some students may have missed last section of exam
MKT*084B*73407	Varma	Develop an email marketing plan.	Class project	100%	Evaluate assignment	None

MGMT*009*71866	Eddy	Evaluate the four functions of management in business situations	Self inventory of mgmt skills	100%	Evaluate assignment	None
MGMT*010*71867	Eddy	Identify and use the six steps to a successful negotiation	Role play	100%	Evaluate assignment	None
MGMT*016*71868	Eddy	Describe and receive personal feedback on the five conflict styles	Class project - complete and score Thomas-Kilman instrument	100%	Evaluate assignment	None
MGMT*019*71869	Hunsaker	Demonstrate assertive communication and collaboration when dealing with difficult situations	Personal plan + 2 week journal	100%	Assess competency	None
MGMT*020*73397	Eddy	Describe the four major phases of development in getting to "performing" status in teams	Class project - self assessment and feedback	100%	Evaluate assignment	None
MGMT*021*73398	Zilg	Create a project plan utilizing the Work Breakdown Structures and Gantt Chart tools	Team project case study	97%	Evaluate effectiveness of assignment	
MGMT*024*71870	Hunsaker	Demonstrate successful use of management techniques that encourage creativity	Journal	100%	Assess competency	None
MGMT*026*71871	Leadbeater	Demonstrate understanding of what motivates individual behavior.	Class project/motivation exercise	100%	Assess competency	None
MGMT*029*73399	Leadbeater	Measure staffing performance.	Class project	100%	Assess competency	None
MGMT*101*71872	Leadbeater	Demonstrate two techniques of constructively resolving conflict.	Class project	100%	Assess competency	None
MGMT*103*71873	Braun	Demonstrate understanding of how organization skills are used to solve management problems.	Critical thinking exercise - written responses	95%	Evaluate assignment	None
MGMT*113*71874	Carpenter	Apply course concepts to solve mgmt problems	Class assignment	100%	Assess competency	None
MGMT*132*73400	Nolan	Evaluate leadership style effectiveness.	Class project/analysis	100%	Assess competency	None
MGMT*136*71875	Zilg	Utilize problem-solving and conflict resolution techniques in meeting situations.	Class project	100%	Assess competency	None
MGMT*201*80615	Meyer	Demonstrate basic human resource skills in the workplace.	Master work portfolio	100%	Assess competency	None

BUS*021*71174	Van Tassel	List and give examples of the components of a computer based information system (CBIS)	Exam	85%	Assess competency	None
BUS*021*71176	Whitehill	Apply info systems terms and concepts	Research project	90%	Assess competency	None
BUS*021*71175	Van Tassel	List and give examples of the components of a computer based information system (CBIS)	Exam	85%	Assess competency	None
BUS*021L*71177	Van Tassel	Demonstrate ability to use a spreadsheet, word processing and presentation program	Exam	94%	Assess competency	None
BUS*021L*71179	Whitehill	Demonstrate ability to use a spreadsheet, word processing and presentation program	Class project	90% achieved level 2 or better (achieving proficiency)	Assess competency	None
BUS*021L*71178	Van Tassel	Demonstrate ability to use a spreadsheet, word processing and presentation program	Exam	94%	Assess competency	None
BUS*028A*71182	Nolan	Analyze business situation involving legal issue and determine best course of action.	Case study	100%	Assess competency	None
BUS*028A*71181	Meyer	Analyze business situation involving legal issue and determine best course of action.	Case study	90%	Assess competency	None
BUS*028A*71180	Zilg	Analyze business situation involving legal issue and determine best course of action.	Case study legal brief	89%	Evaluate effectiveness of assignment	Changed rubric pts
BUS*028A*71183	Van Tassel	Analyze business situation involving legal issue and determine best course of action.	Written summary of case	100%	Evaluate effectiveness of assignment	None
BUS*028B*71185	Braun	Analyze business situation involving legal issue and determine best course of action.	Case Study.	100%	Evaluate effectiveness of assignment	None
BUS*038*71186	Meyer	Develop a project plan	Case study	90%	Assess competency	None
BUS*051*71188	Hunsaker	Analyze business situations and determine best course of action	Business plan project	100%	Assess competency	None
BUS*051*71189	Meyer	Analyze business situations and determine best course of action	Case study on marketing topics	100%	Assess competency	None
BUS*051*71187	Zilg	Analyze business situations and determine best course of action	Investment project	94%	Review effectiveness of assignment	None
BUS*051*71191	Braun	Analyze business situations and determine best course of action	Critical thinking exercise written responses	95%	Review effectiveness of assignment	None
BUS*054*71193	Yurtseven	Describe the economic environment for small businesses, explain how to plan, develop and market new products and services, evaluate legal aspects, explain how to operate and manage a small business, and describe ethical standards in business.	Term paper/small business plan	100%	Assess competency	None
BUS*054A*71194	Whitehill	Evaluate business plans and determine if they are effective	Business plan project	90%	Assess competency	None
BUS*061*71195	Braun	Analyze business situation and determine best course of action	Case study	95%	Review effectiveness of assignment	None
BUS*064B*71196	Van Tassel	Calculate trade and cash discounts	Exam	88%	Assess competency	None
BUS*078B*71198	Varma	Write a business memo, letter and report in proper format and using correct grammar	Quiz - writing business letter	95%	Evaluate effectiveness of assignment	None
BUS*078B*71199	Meyer	Write a business memo, letter and report in proper format and using correct grammar	Class activities - writing assignments	90%	Assess competency	None

BUS*078C*73343	Meyer	Write formal and informal report	Class Assignment	100%	Evaluate effectiveness of assignment	None
BUS*078E*71200	Yurtseven	Apply the business writing process, exhibit strengthened business writing skills and a positive writing style, prepare and write a variety of persuasive business communications, and demonstrate problem-solving techniques for a variety of business situations.	Class Assignment	100%	Evaluate effectiveness of assignment	None
BUS*078H*71201	Varma	Write an effective email message in proper format using correct grammar.	Quiz - writing business email	100%	Evaluate effectiveness of assignment	None
BUS*079*71202	Leadbeater	Apply motivation theories and leadership styles to job situations.	Case study	100%	Evaluate effectiveness of assignment	None

Issues:

- * Not using correct/appropriate SLO for class or using course objectives not SLC
- * Incomplete reports submitted
- * No assessment used in class