

Course Assessment– Part B: Your Results & Analysis

#106

Your Email *

Please select your course & name from the list. Contact Instructional Services if your course or name are incorrect or missing.

BA 238 Principles of Sales – Luise Langheinrich – Winter 2016

Results

1a. Report the outcome achievement data gathered via the assignments, test, etc. you identified in question 3 of your Part A. *

The Sales Presentation is the culmination of topics learned through the quarter. The presentation is role play using the skills learned.

1b. Report the percentage of students who mastered each outcome that you identified in question 3 of your Part A.

Understand and apply the elements of sales: buyer behavior, communication skills, products, prices, distribution, promotion, and competition.

Outcome #1 *

% of students who successfully achieved the outcome: *

100

Outcome #2 *

% of students who successfully achieved the outcome: *

100

Outcome #3 *

% of students who successfully achieved the outcome: *

100

Reflect on your assessment results and provide analysis, considering what contributes to student success and/or lack of success. Include feedback from student course evaluations as appropriate. *

The Sales Presentation provides role-playing/hands on skill use. The student builds their presentation through the quarter as they learn the topics. These are skills that are readily transferable to real world situations.

Based on your analysis in the questions above, what course adjustments are warranted (curricular, pedagogical, etc.)? *

No course adjustments needed at this time.

What resources would be required to implement your recommended course adjustments (materials, training,

N/A

equipment, etc.)? What Budget implications result? *

Were your assessment methods accurate indicators of student learning? Why or why not? Any additional comments? Yes the methods reflect quite well students learning.

(OPTIONAL) Reflect on any adjustments you made from the last assessment of this course and their effectiveness in student achievement of outcomes?

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