

# Course Assessment – Part A: Your Plan

#316

Your Email \*

Please select your course & name from the drop-down menu. Contact Instructional Services if your course or name are incorrect or missing

BA 101 – Introduction to Business – 1092936 – Jenny Scott – Fall 2018

Part A: Your Plan  
[Directions](#)

Understand the forces that shape the business and economic structure of the United States of America.

1. Choose three of your course outcomes to assess and report on this term (these will also be used in your Student Course Evaluation survey):

Outcome #1 \*

Outcome #2 \*

Understand the major functions of business including Management, Accounting, Finance, Marketing, Human Resources, Investments, and Information Technology.

Outcome #3 \*

Recognize and apply business ethics as an integral part of every business organization.

Have you completed an assessment for this course prior to this term?

No

If yes, are you assessing different outcomes?

Yes

Comments:

This is my first quarter teaching for CGCC.

2. To which degree(s) or certificate(s) does your course map?

[Degree, Certificate, & Program Outcomes](#)

- Associate of Science Oregon Transfer – Business
- BUSINESS
- Associate of Applied Science in Accounting
- Associate of Applied Science in Management
- Accounting/Bookkeeping Certificate
- Marketing Certificate
- Entry-Level Accounting Clerk Career Pathway Certificate

Method of Assessment

3. What methods will be used to assess individual student understanding of each of these outcomes? (Please be specific.)

Outcome #1: Method to assess student understanding \*

1. Research and write a paper focused on the EXTERNAL FORCES on a business, as well as an internal analysis of ethics and corporate social responsibility.
2. Participate in whole-class discussions, as well as small group work and activities during class time.
3. Complete individual homework assignments to practice and apply chapter terms and concepts.

Outcome #2: Method to assess student understanding \*

1. Participate in one group project (Business Plan) through written, visual, and oral presentation contributions.
2. Participate in whole-class discussions, as well as small group work and activities during class time.

3. Complete individual homework assignments to practice and apply chapter terms and concepts.

**Outcome #3: Method to assess student understanding \***

1. Research and write a paper focused on the external forces on a business, as well as an internal analysis of ETHICS and corporate social responsibility.
2. Participate in whole-class discussions, as well as small group work and activities during class time.
3. Complete individual homework assignments to practice and apply chapter terms and concepts.

**4. How will you know if you were successful in your efforts to teach this outcome?**

At least 70% of the class receives an "Effective" or "Very Effective" on the 4-point Rubric for the paper assignment.

**Outcome #1: \***

**Outcome #2: How will you know if you were successful in your efforts to teach this outcome? \***

- At least 70% of the class receives an "Effective" or "Very Effective" on the Group Business Plan project.
- At least 70% of the class receives a C or higher on the two exams.

**Outcome #3: How will you know if you were successful in your efforts to teach this outcome? \***

- At least 70% of the class receives an "Effective" or "Very Effective" on the 4-point Rubric for the paper assignment.
- The majority of the class receives a 70% or higher on the quiz associated with Ethics & Social Responsibility.
- The majority of the class receives a 70% or higher on the homework assignment/activity associated with Ethics & Social Responsibility.

**5. Instructor Questions: Create two course specific questions to be included on the Student Course Evaluation. Question #1**

Have you gained a solid understanding of the major functions of business?

**Question #2**

Have you gained a solid understanding of the external forces and internal analysis of business?

**Do you require the names of students who complete the course evaluation survey? (Please note: names will be sent to instructors the Thursday before term ends)**

NO

**Reminder, when completing Part B, instructors will be asked the following questions:**

1. Describe anything you did to support the institutional effort to support students in improving "Sources and Evidence" and/or "Organization and Presentation" for the CLO Communication
2. Describe anything you did to support the institutional effort to support students in improving "Student Position" and/or "Evaluate Potential Solutions" for the CLO Critical Thinking/Problem Solving

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