

SLOAT Assessment Final Report FALL 2010 BUS 101 Business Organization & Management

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I. The purpose to the study was to determine what questions on the departmental final exam did most students get wrong. Once these questions were ascertained we suggest that more time should be spent in reviewing the topic and concepts.

II. Methodology SLOAT ASSESSMENT PLAN

- a. An item analysis from the ScanTron scoring sheets was conducted from 6 day sections. 113 scores were analyzed.
- b. Dr. Nathan Himelstein used his three sections and one section from Prof. Carlos Riivera's class, one section from Prof. Karen Scuorzo's class and one section from Prof. Janet Foster (an adjunct instructor) were utilized in this survey. The results were scanned during the final exam period December 14 – 16, 2011.

c. Instrumentation

The questions on the departmental exam were based upon Bloom's Taxonomy and AACSB parameters. They were chosen from the questions bank developed by McGraw-Hill from the text book used for this course "Understanding Business" by Nickels, McHugh & Mc Hugh (9<sup>th</sup> edition) and based on the chapters stated in the departmental syllabus given to all students taking the course.

d. Collection of data

All students were given a 100 question exam and answers noted on ScanTron scoring sheets. The answers were scanned and an item analysis form was fed through the machine and number of wrong responses to each question was noted.

e. Processing of Data who and how.

Each item analysis was reviewed by Dr. Nathan Himelstein and the results summarized. The questions marked wrong were noted.

III. Results:

Section #	Mean	# of Students	# of Students Who Answered >10/100 Questions Incorrectly
001	78.3	16	2
002	78.7	17	1
003	80.1	15	1
006	69.6	17	16
007	77.0	22	13
009	77.8	26	20

The questions which the students marked wrong will be given to the instructors so that next semester these areas can be further explained.

The three instructors in sections 006 , 007 and 009 do not have the teaching experience that those instructing sections 001, 002 and 003 have, however those areas must be noted as indicating students having deficiency in that subject area.

Interesting to also note that the same question which had > than 10 wrong was in Sec 001 and Sec 002 not in Sec 003.

Please also note that the mean of 5 of the 6 sections are in close range of each other.

The specific questions in which more than 10 students provided the wrong answers were as follows:

Exam Question #

5. Taxes and government regulations are part of the ? environment of business. (economic and legal).

11. Which of the following prohibits monopolies, attempts to monopolize, and any restraints of trade? (Sherman Act)

23. Which of the following statements about S corporations is most accurate? (The major attraction of S corporations is that they avoid the problem of double taxation.)

24. A ? is two firms combining to form one company. (merger)
35. ? is the management function of creating a vision for the organization and guiding, training, coaching, and motivating employees to help achieve the goals and objectives of the organization. (Leading)
42. Henri Fayol and Max Weber are best known for their contributions to: (organization theory).
59. The Hawthorne studies were conducted by ? and his colleagues from Harvard University. (Elton Mayo)
61. In Maslow's hierarchy of needs, the desire for love and acceptance would fall into the category of: (social needs)
62. Herzberg found that good pay: (was a hygiene factor rather than a motivator)
78. Historically, the ? strengthened the labor unions, while the ? supported management efforts. (National Labor Relations Act, Taft-Hartley Act.)
82. The Taft-Hartley Act: (allowed individual states to pass right-to-work laws prohibiting compulsory union membership)
92. Which of the following product attributes is least emphasized on television ads? (price)
96. A firm that wants to distribute its products as widely in a market as possible would use a(n) ? distribution strategy. (intensive)
100. In evaluating the best advertising medium to reach a specific target market the clear is (direct mail)

These areas will be shared with all faculty (full and adjunct) so that when the topics are covered these concepts should be given further emphasis in the lectures and assignments

Based on the means of the final exam, the MPOs are demonstrated in the departmental final exam.