

2019 – 20 Alternative Delivery Assessment Plan

To be completed by course instructors or program directors for 3 credit courses that are offered in **BOTH** the traditional (15 week face-to-face) format and in an alternative format (dual credit, online, and condensed time formats). Submit to the Assessment BlackBoard site.

Department: BUS Date: 1.27.20 Course: BUS 261
Alternative Format(s) – select as many as are applicable: Dual Credit Online Select
Members (must include more than course instructor only) involved with the development of this Assessment Plan: Andy Langewisch, Shannon Leinen, Jon Moberly
Course Requirements: <ol style="list-style-type: none">1. Each alternative delivery course meets credit hour requirements? (135 clock hours).<ol style="list-style-type: none">a. Attach: Credit Hour Audit - traditional formatb. Attach: Credit Hour Audit for each alternative format. (Dual credit will be provided by the Dual Credit Coordinator)2. Course requirements for all formats are comparable.<ol style="list-style-type: none">a. Attach: Course Guide - traditional format.b. Attach: Course Guide for each alternative format. (Dual credit will be provided by the Dual Credit Coordinator)
Student Outcome: <ol style="list-style-type: none">1. <i>What student outcome will be assessed? We will examine the distribution of rubric scores for the explanation of all eight points of the Marketing Plan.</i>2. State as follows: Students should be able to [action verb] [something]. Students should be able to clearly explain all eight points of a Marketing Plan in written and oral format.
Question: <i>What specific question(s) are you attempting to answer through assessing this student outcome? (What are you trying to find out? There may be more than one question, but no more than three.) Are the students in all delivery modes (Dual Credit, Traditional, Online) demonstrating similar degrees of proficiency in explaining the core Marketing Plan concepts?</i>
Methodology <ol style="list-style-type: none">1. Student Outcome - OBJECT*<ol style="list-style-type: none">a. <i>What student artifact from the traditional course will be used to assess the outcome?</i> Marketing Plan<ol style="list-style-type: none">i. <i>How will the artifact be collected?</i> Blackboardb. <i>What student artifact from the alternative course(s) will be used to assess the outcome?</i> Marketing Plan<ol style="list-style-type: none">i. <i>How will the artifact be collected?</i> LMS of high school (Dual Credit) and BlackBoard (Online)
Analysis of Artifacts: <ol style="list-style-type: none">1) Student Outcome: PERFORMANCE CRITERIA*<ol style="list-style-type: none">a. <i>How will the artifacts be analyzed (attach rubrics/scoring tools if used):</i><ol style="list-style-type: none">i. Traditional course: Marketing Plan rubricii. Alternative course(s) (note SAME if the same as the traditional course): SAME2) COMPARABILITY - How you will determine if the outcomes of the two are comparable? <i>(For example – there will not be a statistically significant difference among the mean final exam scores). Distributions can be compared with averages and with a Chi Squared Test.</i>
Submitted by: Andy Langewisch, Shannon Leinen, and Jon Moberly Date: 01/27/2020 Assessment Committee Reviewed (Date): 1/31/2020
Submitter notified or approval/ or additional action needed: Approved 1/31/2020