

Course Assessment Report
Washtenaw Community College

Discipline	Course Number	Title
Business Management	295	BMG 295 12/20/2017- Supply Chain Field Studies
Division	Department	Faculty Preparer
Business and Computer Technologies	Business	Cheryl Byrne
Date of Last Filed Assessment Report		

I. Assessment Results per Student Learning Outcome

Outcome 1: Describe how the players (suppliers, manufacturers, distributors, and retailers) apply the supply chain and retail management concepts, principles, and practices needed to ensure that products and services are available to the final consumer in a timely and cost effective fashion while maintaining the service level customers demand.

- Assessment Plan
 - Assessment Tool: Capstone report
 - Assessment Date: Winter 2015
 - Course section(s)/other population: All sections
 - Number students to be assessed: All students
 - How the assessment will be scored: Departmentally-developed rubric
 - Standard of success to be used for this assessment: 75% of students will score an average of 2 or higher on a 1 - 3 point scale.
 - Who will score and analyze the data: Report will be scored by members of the School of Business and Entrepreneurial Studies Advisory Board. Lead instructor will analyze the data.

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
	2017	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
12	12

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

All students were assessed.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

This is an online-only class.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

BMG 295 is the capstone course for both the Retail Management and Supply Chain Management Associate Degree programs. Students prepare a report tracing the supply chain of two retail products. The paper serves as the program assessment and 12 reports were evaluated by 10 members of the School of Business and Entrepreneurship Advisory Board members.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes

The assessment plan called for 75% of students to score a 2 or better on a 3 point scale. This target was met; 83% of the 12 student reports evaluated scored 2 points or better. The average score was 2.2.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

Students exceeded in describing the supply chain roles and how the players interact with their internal and external customers and when describing the operational aspects of each player in the supply chain.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

Students had a more difficult time with identifying how companies uncover customer needs and when comparing and contrasting the business practices of players in the supply chain.

To improve this performance, the instructions for the report will be updated and revised for Winter 2018. In addition, the Master Syllabus will also be updated and revised so this course remains a valid assessment vehicle and remains consistent with the Retail Management and Supply Chain Management outcomes and objectives.

II. Course Summary and Action Plans Based on Assessment Results

1. Describe your overall impression of how this course is meeting the needs of students. Did the assessment process bring to light anything about student achievement of learning outcomes that surprised you?

This seems to be meeting the needs of students. Many of them chose products related to where they currently work, which gave them insight into the role their company played in an overall supply chain whether it was a raw material provider, manufacturer, distributor, or retailer. Others chose products they were interested in or those related to fields they wanted to pursue.

What was surprising was how it was difficult for students to complete the distribution portion of the report - how it moves from the manufacturer (warehousing and cargo transport) to the retailer. That is being addressed with a revision of the instructions.

2. Describe when and how this information, including the action plan, was or will be shared with Departmental Faculty.

This information will be shared at our In-Service Department Meeting in January (during in-service).

3. Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Other: Assessment Tool and Master Syllabus	The only assessment tool at this time is the report. Given the results of this assessment, the report instructions will be updated and revised to address areas of weakness and to ensure	The goal is to have BMG 295 be a valid assessment tool for both the Retail Management and Supply Chain Management Associate Degrees.	2018

	<p>students do their best on the report - and that the report accurately reflects their knowledge and understanding of the material covered in both programs.</p> <p>In addition, the Master Syllabus will be updated and revised to reflect the Retail Management and Supply Chain Management program outcomes and objectives.</p> <p>Finally, departmentally developed tests will be created to serve as an additional source for assessment in the future. Two tests will be created - one for Retail Management majors and one for Supply Chain Management majors - and students will choose which test to complete.</p>		
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4. Is there anything that you would like to mention that was not already captured?

5.

III. Attached Files

[Summary Data](#)
[Summary Data](#)

Faculty/Preparer: Cheryl Byrne **Date:** 12/20/2017
Department Chair: Julianne Davies **Date:** 12/27/2017
Dean: Eva Samulski **Date:** 12/31/2017
Assessment Committee Chair: Michelle Garey **Date:** 02/26/2018