

ASSESSMENT REPORT MANAGEMENT 2008/09

Program: Management Program in the College of Business

Student outcomes in Principles of Management (MGMT 3010) with Assessment Instruments' Numbers).

Upon completion of this course, a student should:

1. Demonstrate knowledge of activities of business for profit and nonprofit organizations, and of the environment in which they operate including the major economic, legal, political, social and cultural forces and their influences. 2, 3, 4, 6, 7, 10 (assessment instrument numbers).
2. Be able to identify problems in both familiar and unfamiliar settings and solve those problems through the application of business principles. 20, 21, 22, 23 (assessment instrument numbers).
3. Be able to identify issues involving business ethics and resolve them by applying sound and objective reasoning process. 24, 25, 30, 31, 34, 35 (assessment instrument numbers).
4. Have the technical skills to scan, analyze, design, and implement strategy and be able to relate management to other business disciplines such as marketing, finance, and accounting in addition to social responsibility of business. 36, 38, 44, 45, 47, 49, 50 (assessment instrument numbers).

Analysis of Results

Test: Average Class Score: Std. Deviation

1	65	15.06
2	76	7.89

N= 60 (two classes)

There was overall class improvement in the understanding and application of basic management principles and concepts (an improvement of 17% from 65 to 76).

Item analysis of the first 25 questions in Test 2 reveals the following:

Question Number: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

Wrong Response (%): 17, 88, 0, 50, 13, 0, 71, 13, 83, 17, 25, 50, 25

Question Number: 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25

Wrong Response (%): 21, 0, 8, 8, 21, 8, 25, 13, 4, 4, 38, 25

A closer look at questions 1-13 shows that while all the students got question # 3, and 6 correct, half or more than half of the class could not correctly answer question # 2, 4, 7, 9, and 12. On the other hand, more than three-fourths of the class (75%) were correct

with regard to questions 14-25, with the exception of question # 24. A brief review of those questions with low performance (i.e 50% and above) follows.

When a manager groups workers into departments based on the tasks that they perform, this is called organizing. (#2). The people who work in an organization are considered resources. (#4) while the process of expanding employees' knowledge, tasks and responsibility is called empowerment. (#7). A measure of the appropriateness of goals selected by managers for the organization and the degree to which the organization achieves these goals is known as the effectiveness of the organization. (#9, & # 12). This is true but more than 80% and 50% of the students thought the contrary in questions #9, and 12 respectively. An observation worth making is how more than 90% of the students were able to identify instrumental value as a manager's personal conviction about ways of behaving (# 23) and when the same concept was expressed in another way, only 62% of them were correct. (#24).

Findings

1. The average class score improved from 65 to 76, an improvement in the understanding and application of basic management principles and concepts by 17%.
2. The majority of the students appear to understand the major economic, legal, political and cultural environments in which for profit and non-profit organizations operate.
3. Many students were able to resolve issues involving business ethics but most of them could not apply the objective reasoning process to resolve the issues.
4. The managerial function of organizing to design a structure of working relationships that allow managers to work together to achieve organizational goals is not well understood by many students.

Recommendations

1. Managerial principles and concepts, as the foundation of management should be stressed during class period.
2. Use, analysis, and discussion of business cases should be encouraged in order to facilitate concept application.
3. Group and individual assignments in both written and oral presentation should be encouraged as this technique improves communication skills.