

Course Assessment Report
Washtenaw Community College

Discipline	Course Number	Title
Business Management	294	BMG 294 03/07/2025- Management Topics - Capstone
College	Division	Department
Business and Computer Technologies	Business and Computer Technologies	Business
Faculty Preparer		Jennifer Maitland
Date of Last Filed Assessment Report		

I. Review previous assessment reports submitted for this course and provide the following information.

1. Was this course previously assessed and if so, when?

No. This course was created Fall 2022. First section of the course was Winter 2023.

2. Briefly describe the results of previous assessment report(s).

N/A

3. Briefly describe the Action Plan/Intended Changes from the previous report(s), when and how changes were implemented.

N/A

II. Assessment Results per Student Learning Outcome

Outcome 1: Write a detailed, researched interpretation of a current, career-specific management issue.

- Assessment Plan
 - Assessment Tool: Analytical business report
 - Assessment Date: Fall 2025
 - Course section(s)/other population: All sections
 - Number students to be assessed: All students

- How the assessment will be scored: Outcome-related rubric criteria
- Standard of success to be used for this assessment: 75% of students will score 70% or higher.
- Who will score and analyze the data: Departmental faculty

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)
	2023, 2024	

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

# of students enrolled	# of students assessed
40	35

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 sections (3 sections total) of BMG 294 from Winter 2023 and Winter 2024.

The unassessed students did not complete the exams. It is unclear if the students withdrew or did not complete the course. The missing data was not calculated in assessment results.

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.

All assessed students were from the entire BMG 294 population from Winter 2023 and Winter 2024 (3 sections total). All were Distance Learning (DL).

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

Outcome #1 was assessed using an analytical business report using an outcome-related rubric illustrating students' ability to write a detailed, researched, interpretation of a current, career-specific management issue.

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 standard of success for this assessment was 75% of students assessed would score 70% or higher.

The overall average score of 35 students that were assessed was 94.82%.

The assessed exam results support the success of outcome #1.

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

Assessed students demonstrated an ability to write a detailed, researched, interpretation of a current, career-specific management issue, with average scores of over 90%. There appears to be consistency on average for scores across all course sections.

Upon granular review of the scores and comparing rough drafts to final analysis reports, reliability was observed. Although overall average scores were high, variance was observed within and across sections, with the lowest scores of 70% indicating limited leniency errors.

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.

The minimum standard of success for this assessment was achieved. Additional resources for planning, writing, and references can be included in the course to enhance student success.

Outcome 2: Identify and analyze solutions to the issue based on management concepts, principles and practices.

- Assessment Plan
 - Assessment Tool: Analytical business report
 - Assessment Date: Fall 2025
 - Course section(s)/other population: All sections
 - Number students to be assessed: All students
 - How the assessment will be scored: Outcome-related rubric criteria
 - Standard of success to be used for this assessment: 75% of students will score 70% or higher.
 - Who will score and analyze the data: Departmental faculty

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)
	2023, 2024	

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

# of students enrolled	# of students assessed
40	35

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 sections (3 sections total) of BMG 294 from Winter 2023 and Winter 2024.

The unassessed students did not complete the exams. It is unclear whether the students withdrew or did not complete the course. The missing data was not calculated in assessment results.

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.

All assessed students were from the entire BMG 294 population from Winter 2023 and Winter 2024 (3 sections total). All were Distance Learning (DL).

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

Outcome #2 was assessed using an analytical business report using an outcome-related rubric illustrating students' ability to identify and analyze solutions to the issue based on management concepts, principles and practices.

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 standard of success for this assessment was 75% of students assessed would score 70% or higher.

The overall average score of 35 students that were assessed was 94.82%.

The assessed exam results support the success of outcome #2.

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

Assessed students demonstrated an ability to identify and analyze solutions to the issue based on management concepts, principles and practices., with average scores of over 94.82%. There appears to be consistency on average for scores across all course sections.

Upon granular review of the scores and comparing rough drafts to final analysis reports, reliability was observed. Although overall average scores were high, variance was observed within and across sections, with the lowest scores of 70% indicating limited leniency errors.

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.

The minimum standard of success for this assessment was achieved. Additional resources for planning, writing, and references can be included in the course to enhance student success.

Outcome 3: Justify a recommended course of action that is logical, timely and cost-effective.

- Assessment Plan
 - Assessment Tool: Analytical business report
 - Assessment Date: Fall 2025
 - Course section(s)/other population: All sections
 - Number students to be assessed: All students
 - How the assessment will be scored: Outcome-related rubric criteria
 - Standard of success to be used for this assessment: 75% of students will score 70% or higher.
 - Who will score and analyze the data: Departmental faculty
- 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)
	2023, 2024	

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

# of students enrolled	# of students assessed
40	35

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 sections (3 sections total) of BMG 294 from Winter 2023 and Winter 2024.

The unassessed students did not complete the exams. It is unclear whether the students withdrew or did not complete the course. The missing data was not calculated in assessment results.

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.

All assessed students were from the entire BMG 294 population from Winter 2023 and Winter 2024 (3 sections total). All were Distance Learning (DL).

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

Outcome #3 was assessed using an analytical business report using an outcome-related rubric illustrating students' ability to justify a recommended course of action that is logical, timely and cost-effective.

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 standard of success for this assessment was 75% of students assessed would score 70% or higher.

The overall average score of 35 students that were assessed was 94.82%.

The assessed exam results support the success of outcome #3.

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

Assessed students demonstrated the ability to justify a recommended course of action that is logical, timely and cost-effective., with average scores of over XX%. There appears to be consistency on average for scores across all course sections.

Upon granular review of the scores and comparing rough drafts to final analysis reports, reliability was observed. Although overall average scores were high, variance was observed within and across sections, with the lowest scores of 70% indicating limited leniency errors.

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.

The minimum standard of success for this assessment was achieved. Additional resources for planning, writing, and references can be included in the course to enhance student success.

III. Course Summary and Intended Changes Based on Assessment Results

1. Based on the previous report's Intended Change(s) identified in Section I above, please discuss how effective the changes were in improving student learning.

Since the course was created in 2022, the impact cannot be measured.

It is apparent, through this assessment, that the course is effective in meeting and exceeding standards of success for all three outcomes.

2. 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?

Overall, it is evident through the assessments that the course meets and exceeds the needs of the students. I was pleasantly surprised to see the variability in grading on the rough draft and final analysis illustrating the instructor's dedication to ensuring student success. Allowing students to choose their topic increases interest and enthusiasm to the project. The Capstone course is an exceptional way to allow students the opportunity to apply lessons learned throughout the program, potentially sparking additional interest in various aspects of business and/or research, and leave with a tangible report in hand.

The course design allows for increased use of GenAI. Looking forward, incorporating the use of technology as part of the process will develop GenAI skills as well.

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

This assessment will be reviewed by departmental faculty, the Department Chair, and the Dean.

- 4.

Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Course Assignments	Incorporate the use of GenAI for the rough draft and final analysis.	Students are using the technology. This will provide an opportunity to teach responsible and practical use while gaining credit in the course.	2025
Course Materials (e.g. textbooks, handouts, on-line ancillaries)	Adding resources for planning, writing, and references can be included in the course to enhance student success.	The more quickly accessible resources available, the more likely students will use them, enhancing their research and writing ability.	2025
Assessment Data	Data will be collected student by student for future assessments, rather than by question. Also, this assessment report used a single score of a final exam for all three outcomes. Future assessments will use distinct scores for each outcome.	Alignment with C&A standards.	2026

5. Is there anything that you would like to mention that was not already captured?

n/a

III. Attached Files

[BMG 294 Assessment Report](#)
[BMG 294 Assessment Data](#)
[BMG 204 Master Syllabus](#)

Faculty/Preparer:	Jennifer Maitland	Date: 03/11/2025
Department Chair:	Joyce Jenkins	Date: 03/11/2025
Dean:	Eva Samulski	Date: 03/11/2025
Assessment Committee Chair:	Jessica Hale	Date: 07/20/2026