

COURSE SLO ASSESSMENT REPORT, SCC

Department: Business Course: Bus 127 – Introduction to Ecommerce

Year: 2011 Semester: Fall

1) Outcome to be assessed	2) Means of assessment and criteria of success	3) Summary of data collected	4) Analysis of data	5) Plan of action/what to do next
Be able to recognize and identify problems faced in an Ecommerce environment.	Project and exam analysis.	75% students achieved this outcome	75% students achieved this outcome; 25% students were unable to do this at least half the time. This objective was mostly met but could use some improvement	Improve presentation of materials and reinforce the concepts with projects
They will be able to identify the challenges and potentials of running an Ecommerce business.	Project and exam analysis.	75% students achieved this outcome	75% students achieved this outcome; 25% students were unable to do this at least half the time. This objective was mostly met but could use some improvement	Improve presentation of materials and reinforce the concepts with projects
Be able to apply business and Ecommerce strategies to increase success for an online business.	Project and exam analysis.	100% have achieved this objective 100% have achieved this	This objective was met to a satisfactory level This objective was met to a satisfactory level	Continue to monitor student understanding and ability to apply the concepts