

BUSINESS STUDENTS' TECHNOLOGY SKILLS ASSESSMENT: THE SEMI- MEDIUM-EASY-HARD WAY

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Student Learning Outcome: Technology

- Students will use technology appropriately to communicate, calculate, and present concepts and data.

Technology skills that were identified as critical for business graduates consist of proficiency in database, presentation, spreadsheet, and word processing applications.

- Self-directed faculty authored and scored Excel assignment
 - Fall 2017, MKTG 3013 Principles of Marketing
- Prescriptive faculty authored and scored Excel assignment
 - Spring 2016, CIT 3523 Operations Management
- Pre- and Post-Test Simulation of Word, PowerPoint, Access, and Excel
 - Spring 2010, CIT 3013 Management Information Systems

Faculty Driven Assessment

- Goal Assessment Team Designs
- Faculty Implement

And this time, faculty suggest an easier way!

Skills Assessment Manager - SAM

MindTap is used in NGCOB core courses

CIT 1503 Microcomputer Applications

CIT 3013 Management Information Systems

SAM is an extension of MindTap

Exam to assess students' ability to use Excel, Access, Word, and PowerPoint

Conducted within a controlled environment simulating these products

Completely faculty controlled

Questions in SAM selected by our faculty to reflect the content of CIT 1503

Microcomputer Applications

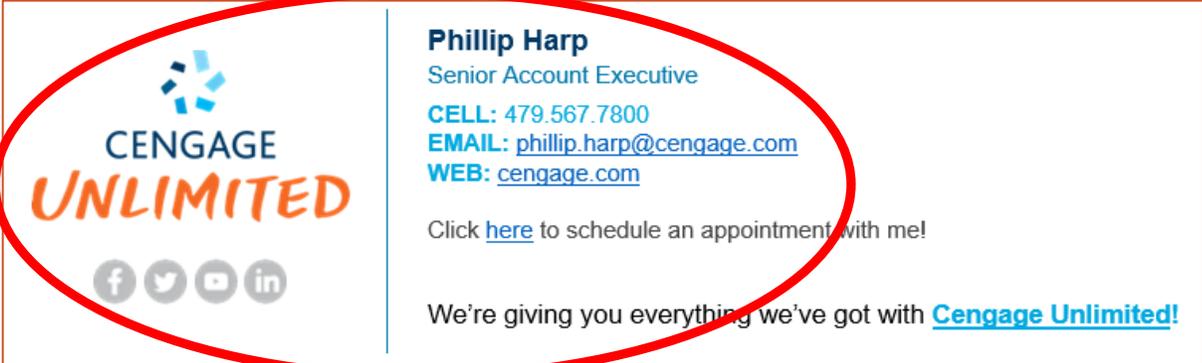
50% Excel, 25% Access, 25% Word and PowerPoint



Support from Our Friends

FUNDING: STUDENT TECHNOLOGY
FEES & ASSESSMENT MINI-GRANT

NEGOTIATED PRICING



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Cengage Provided Announcement and Support for Students

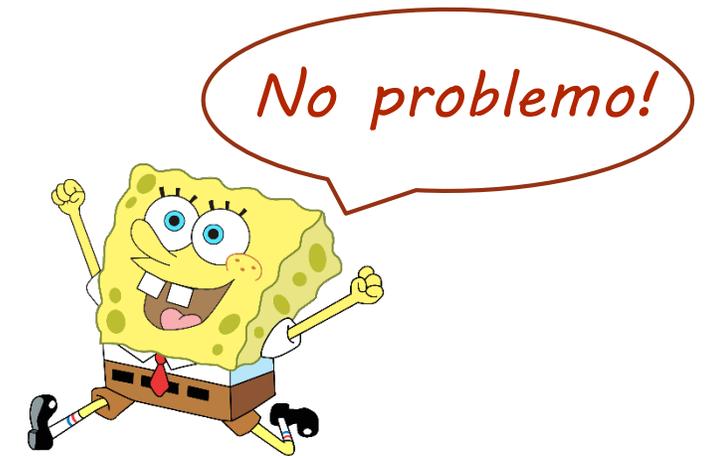
- Please register for the Technology Assessment during the week of March 8th. [This video](#) walks you through how to register, access the practice exam, and how to take the actual exam. The practice exam is available from Monday, March 8th until Sunday, March 14th at 11:59 PM. The actual exam will be open from Monday March 15th through Friday March 19th. You can watch [this video](#) for a tutorial of how the exam works.
- Our local Cengage representative will be **available to assist you** with login questions and make sure you are registered correctly during the **below times**. If you are not able to meet with our local representative, you can call Cengage technical support at 1-800-354-9706. Please do not wait until the last minute to register for the exam.
- You can **“pop in”** during any of the times below. He can very quickly answer any questions and help you get registered!
Monday, March 8th 1:00-2:00 PM <https://cengage.zoom.us/j/96399882834?from=addon>
Tuesday, March 9th 1:00-2:00 PM <https://cengage.zoom.us/j/96704647316?from=addon>
Wednesday, March 10th 10:00-11:00 AM <https://cengage.zoom.us/j/97958929735?from=addon>
Thursday, March 11th 10:00-11:00 AM <https://cengage.zoom.us/j/92099804646?from=addon>
Friday, March 12th 12:00-1:00 PM <https://cengage.zoom.us/j/94098653833?from=addon>
Wednesday, March 17th 2:00-3:00 PM (LAST CHANCE for Help) <https://cengage.zoom.us/j/99077380986?from=addon>

Implementation

- SAM assigned to all sections of MKTG 3013 Marketing
- Points assigned to SAM outcome
- All tech support comes from SAM with no involvement of faculty
- SAM auto-scored!
- Timeline:
 - Registration and Practice Exam Available – March 8-14
 - SAM Exam Available – March 15-19
 - Data to faculty and GAT – March 31

Expectations

- **Complete and accurate picture of student technology skills**
 - Using SAM allows the assessment of 250+ students
 - Assessment in 2016 and 2017 conducted via sampling, e.g. n=30-40
 - Technology assessment in 2010 using a similar product tested 87 students
- **Curricular changes = Improved Performance (*We hope!*)**
 - Content of CIT 1503 Microcomputer Applications revised based on 2010 results to include more Excel and Access, less Word and PowerPoint
 - More classes include Excel assignments
 - More technology based classes offered beginning in 2015
 - Examples: Marketing Analytics, Prescriptive Analytics
- **Baseline data to measure future performance**
 - Significant curricular changes to be implemented in 2021-22
 - More emphasis on technology in NGCOB core, e.g. Foundations of Business Analytics



Thank you!

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