

Pre-Test and Post-Test In Survey of Business Louisiana College Division of Business

Louisiana College's Division of Business uses an in-house developed standardized exam to test the students' knowledge of business terms. The test contains questions related to accounting, economics, management and marketing. The pretest and posttest are administered in our freshman survey class, in our first upper level junior class and then in our business capstone class.

Pre and Post Tests in BA150 are internal and formative. This test is designed to measure knowledge of basic business terms and is not designed to measure applications of knowledge for critical thinking. However, the Division of Business still expects freshmen to score above 70% on the exam, after taking the Business Survey course, BA150.

Analysis of results shows that between 2013 and 2016, not all students achieve 70% or more. Not more than 40% of students each semester score above 70%.

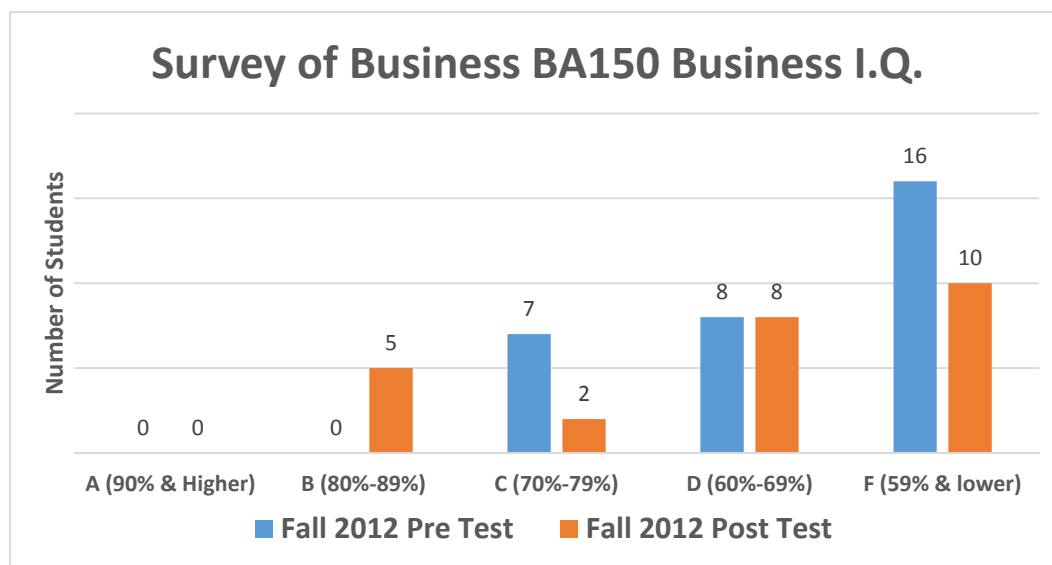
In 2015 and 2016, the instructor observed that many students in BA150 did not possess the prescribed textbook.

While there is definitely improvement of scores from Pre to Post Testing, the aim of the division for Student Learning Outcomes purposes is that they ALL acquire knowledge of the basic business terms and concepts the Test evaluates. If 80% of the students score more than 70% on the Post-Test, that would be a big improvement.

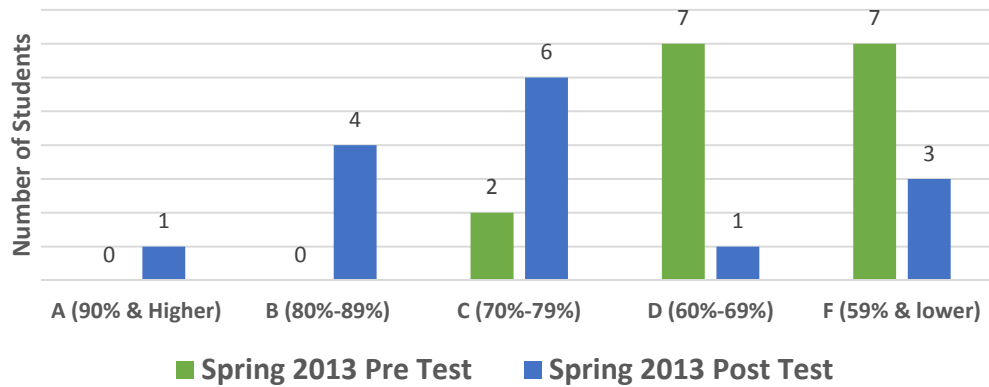
2014: Less than 40% of students in BA 150 scored above 70% on the Post Test

2015: Less than 40% of students in BA 150 scored above 70% on the Post Test

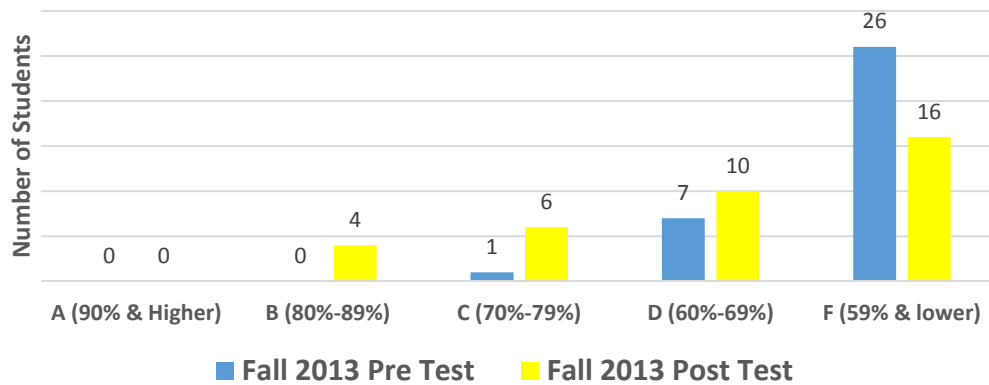
2016: Less than 40% of students in BA 150 scored above 70% on the Post Test



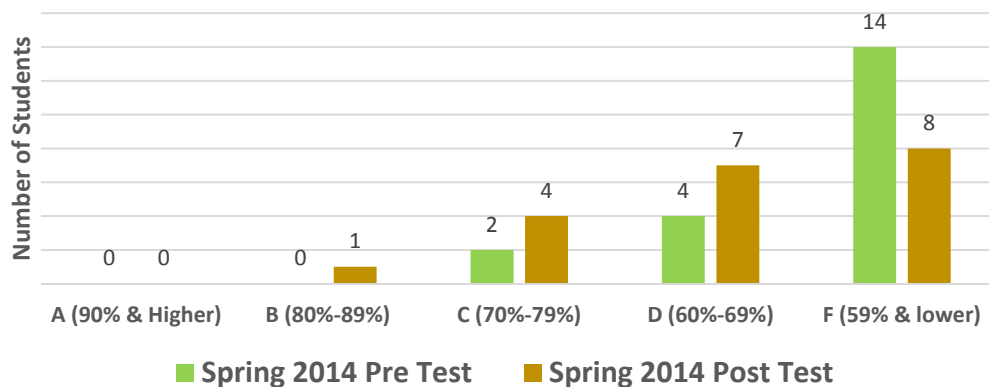
Survey of Business BA150 Business I.Q.



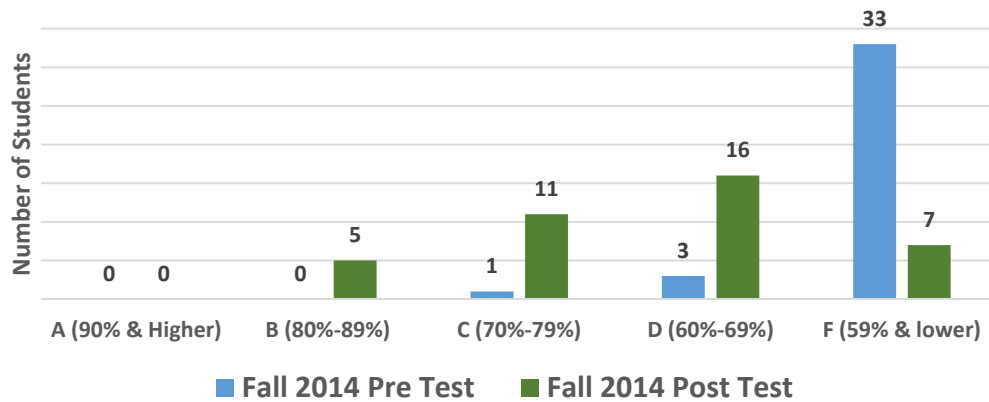
Survey of Business BA150 Business I.Q.



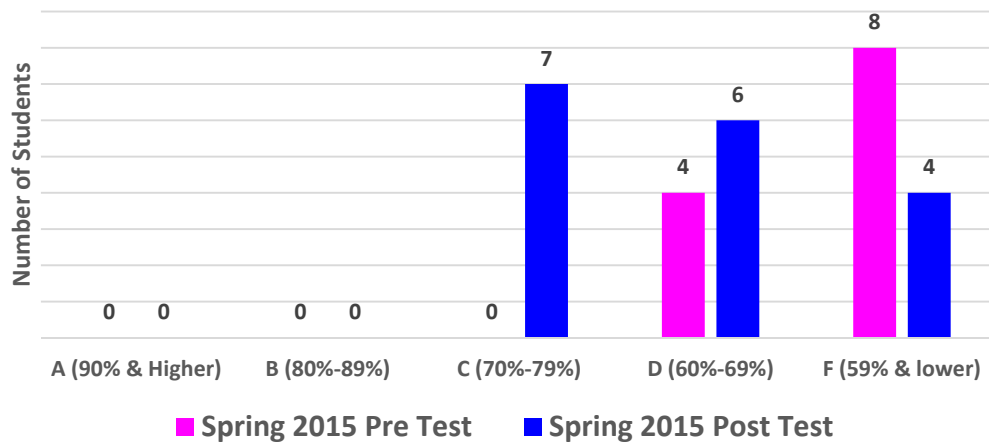
Survey of Business BA150 Business I.Q.



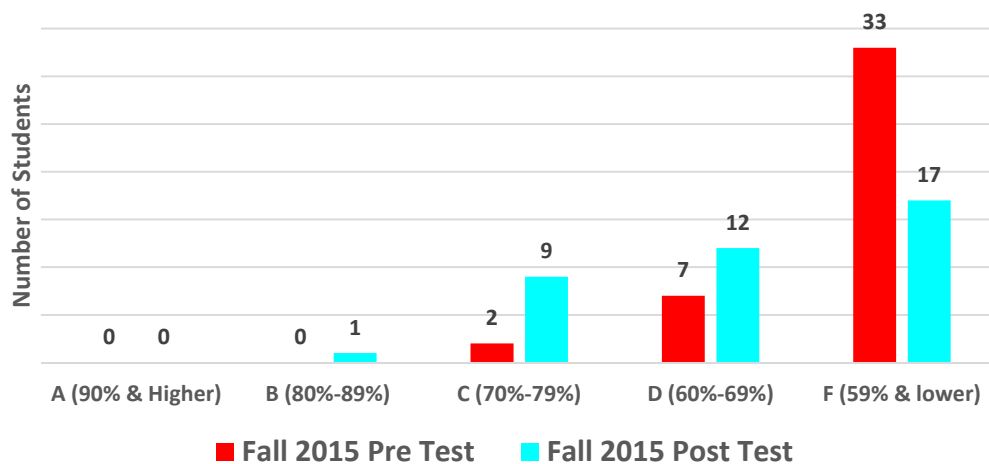
Survey of Business BA150 Business I.Q.



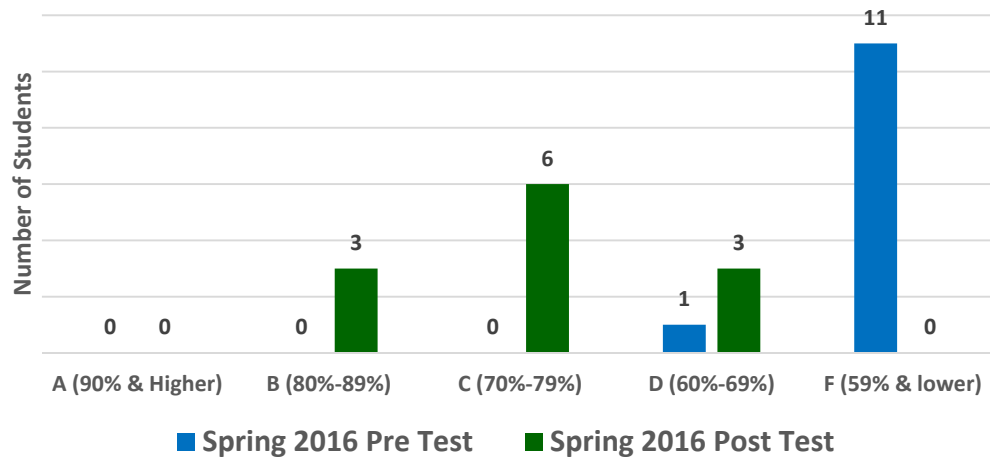
Survey of Business BA150 Business I.Q.



Survey of Business BA150 Business I.Q.



Survey of Business BA150 Business I.Q.



Survey of Business BA150 Business I.Q.

