ITU

Pre Course and Post Course Survey Analytics

ITU DEPARTMENT OF BUSINESS ADMINISTRATION
PRE AND POST COURSE EVALUTION SURVEY RESULTS
SPRING 2017

1. **Introduction**

   The Department of Business Administration introduced a Pre and Post Course Evaluation Survey for all students taking business courses. This initiative was started in Fall 2016. However, we started compiling results from these consistently in Spring 2017. The surveys are designed as instruments to gather student input on specific course learning outcomes and their level of confidence prior to joining the course and after they complete the course.

2. **Methodology**

   Initially, prior to Spring 2017, the surveys were administered on ITU's Learning Management System, EMS in Word format. Given the difficulties in compiling student results from this, an automated version was administered from Summer 2017. Students are asked to complete these surveys by faculty in the various business courses. Lastly, ITU's EMS development team is currently looking into automating these surveys, so that manual effort required to compile the results is minimized.

   Since the process is quite manual, this report only analyzes the survey results from all the Business Department core courses (all sections) and one (1) elective business course. The choice of the elective business course is random.

3. **Courses surveyed:**
   a. ACT 603 (Accounting Information Systems) – Weekend Elective
   b. FIN 534 (Financial and Economic Analysis) – Weekend Core
   c. MGT 503 (Organizational Leadership Theories) – Weekend and Online Core

d. MIS 527 (Technology and Operations Management: Creating Value) – Weekend Core

e. MKT 551 (Competitive Marketing Strategies) – Weekend and Online Core

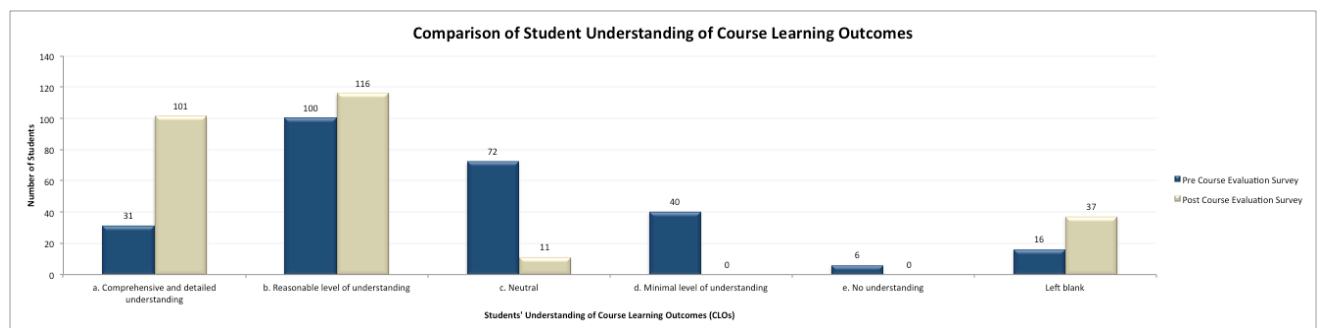Comparison of Pre and Post Course Evaluation Survey Response Rate with Course Enrollment
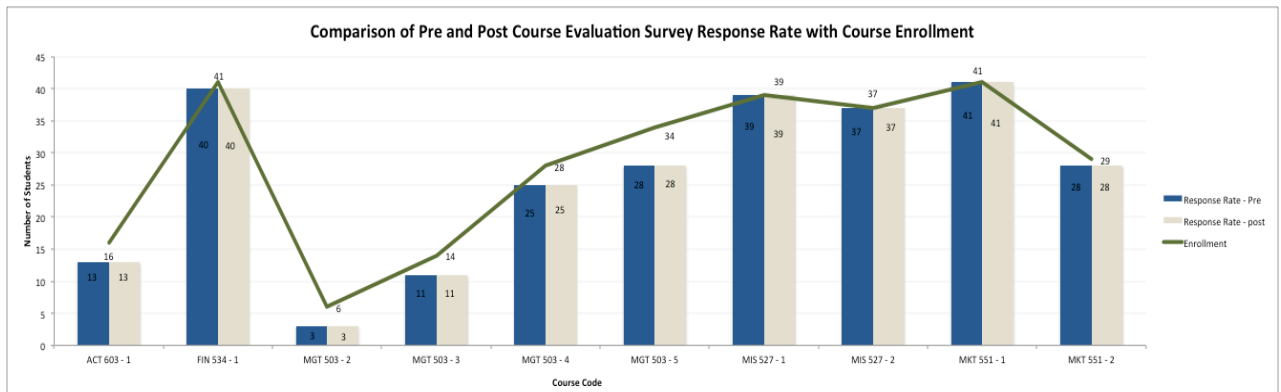
Comparison of course enrollment with pre and post course survey completion rates

- Of the courses surveyed, most students enrolled completed the pre and post course evaluation surveys.

- Some courses such as MIS 527 and MKT 551 had nearly a 100% response rate. This means that almost all students enrolled in the courses submitted their surveys.

- The lowest response rate to enrollment percentage of 50% was noted in MGT 503 – 2 (Weekend). Of the 6 students enrolled, only 3 students submitted their responses.

Comparison of incomplete responses by number of completions & course code (% of submitted responses)
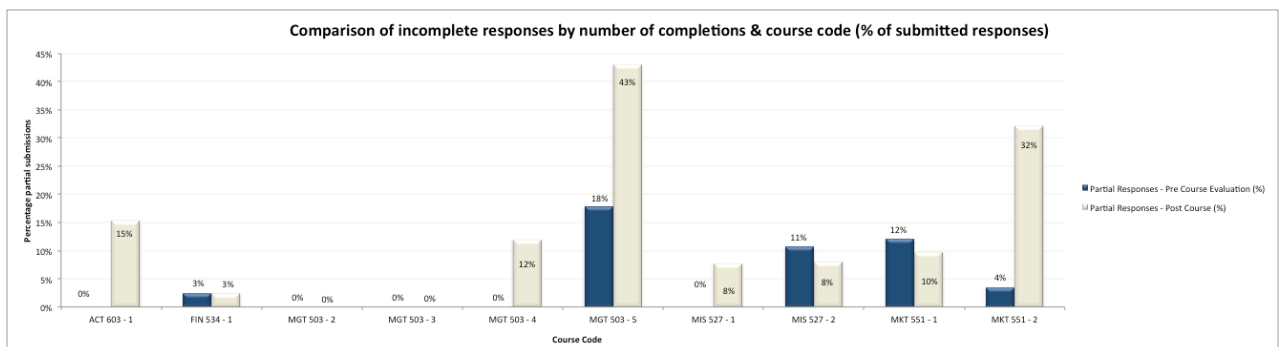
Comparison of partial or incomplete responses based on number of submissions by course

- Of the surveys submitted, we also analyzed responses that were partially complete. This implies that, even though students submitted their responses via EMS, it was noted that certain questions were unanswered. Where this was observed and was not found to be significant, the term "left blank" was used to denote partial responses.

- We noted that the higher percentage of partial responses was observed in the post course evaluation surveys as opposed to the pre course evaluation surveys.

- In the MIS 527 courses, the trend explained above was reversed. It was observed that students preferred to provide a response at the end of the course rather than at the beginning where they had little understanding or comprehension of the CLOs.

Comparison of students' understanding of Course Learning Outcomes – Aggregated by all courses surveyed

- One of the key questions asked on the pre and post course evaluation surveys was "how well students understood the CLOs" in the courses they were enrolled in. Students were provided a scale with the following options to choose from: a. Comprehensive and detailed understanding; b. Reasonable level of understanding; c. Neutral; d. Minimal level of understanding; and e. No understanding.

- Of the responses submitted across all courses surveyed, dramatic reduction was noted in students who started the courses with little or no prior understanding of the CLOs. This implies that students, after going through a particular course moved to the higher levels of understanding as expected.
- Of particular interest is the drastic increase (more than double) in students who left this question unanswered in the post course evaluation survey.
- Students who started with a reasonable level of understanding stayed at the same level with only a slight increase at the end of the course (100 vs 116).
- Students who noted that they had a comprehensive and detailed understanding of the CLOs at the end of the course more than tripled (31 vs 101).
- Students who had neither a good understanding of the CLOs nor a poor understanding of the CLOs at the end of the course was nearly 6.5 times lower than it was at the start of the course (72 vs 11)
- Of the students who had a minimal (40) or no understanding (6) of the CLOs of the start of the term, not a single student remained at these levels at the end of the term.
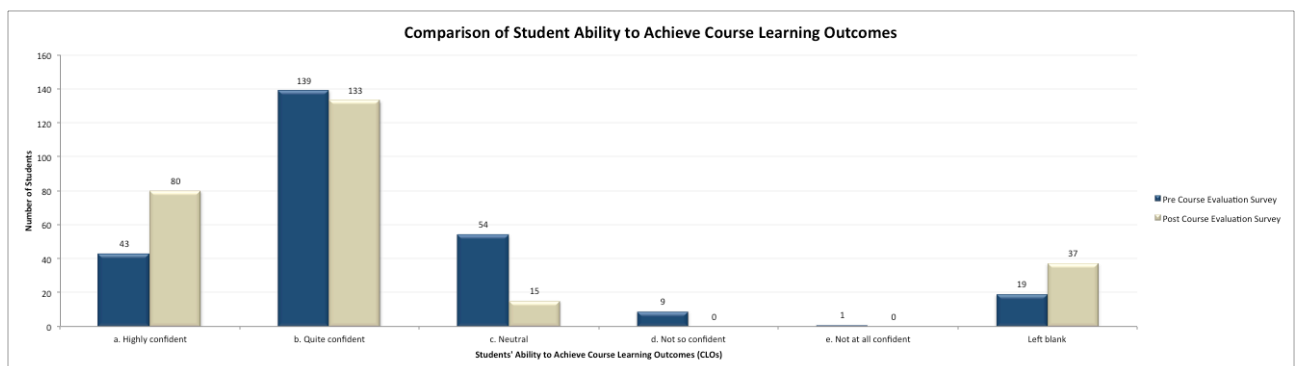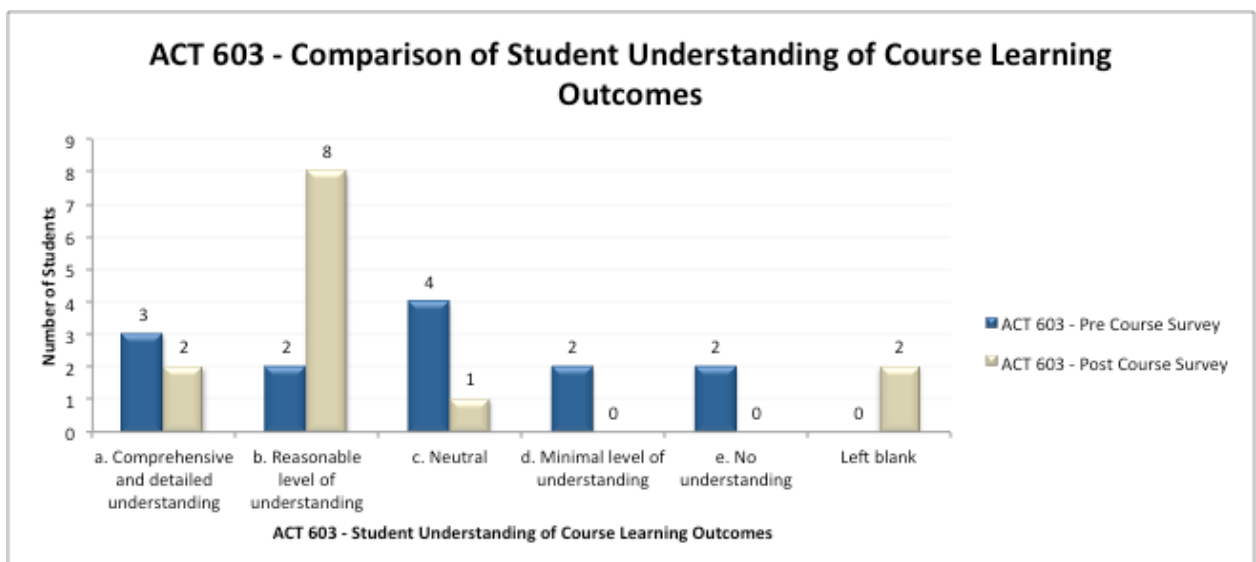

Comparison of students' <u>ability to achieve</u> Course Learning Outcomes – Aggregated by all courses surveyed

- Another key question asked on the pre and post course evaluation surveys was "how well students thought they would be able to achieve the CLOs" in the courses they were enrolled in. Students were provided a scale with the
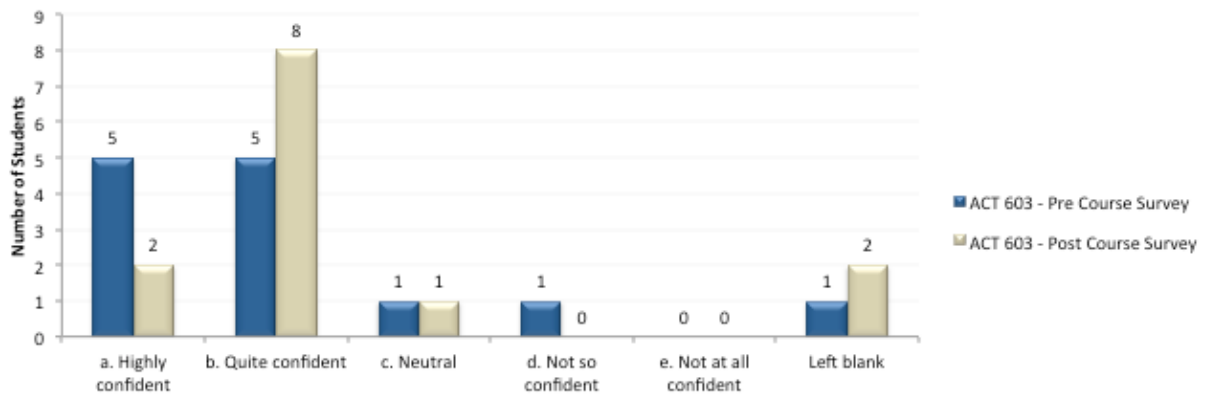
following options to choose from: a. Highly confident; b. Quite confident; c. Neutral; d. Not so confident; and e. Not at all confident.

- Of the responses submitted and the courses surveyed, it was noted that students who were not so confident or not at all confident in their abilities to achieve the CLOs at the start of the course.

- Of particular interest is the drastic increase (nearly double) in students who left this question unanswered in the post course evaluation survey.

- Students who thought they were neither confident not unconfident of achieving the CLOs at the end of the course showed a dramatic decrease (54 vs 15).

- Students who started off as highly confident in their ability to achieve the CLOs at the start of course nearly doubled at the end of the course (43 vs 80).

- Students who were quite confident in their ability to achieve the CLOs at the start of the course decreased slightly at the end of the course (139 vs 133).

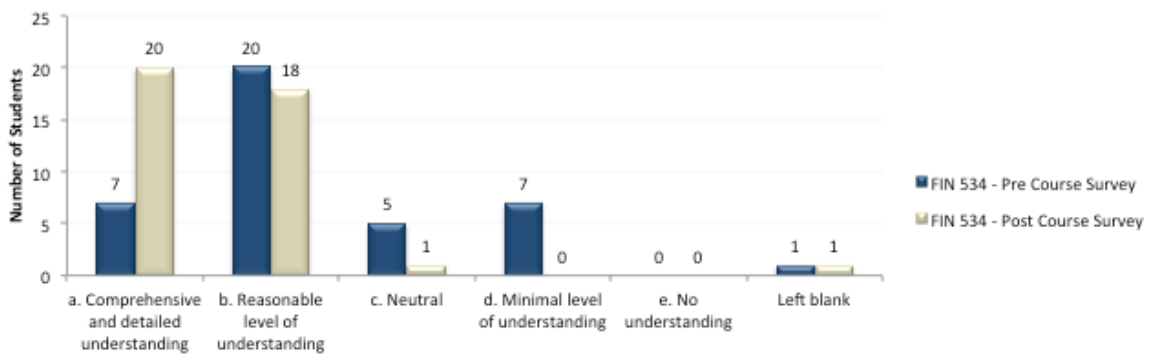## INDIVIDUAL COURSE SURVEY RESULTS

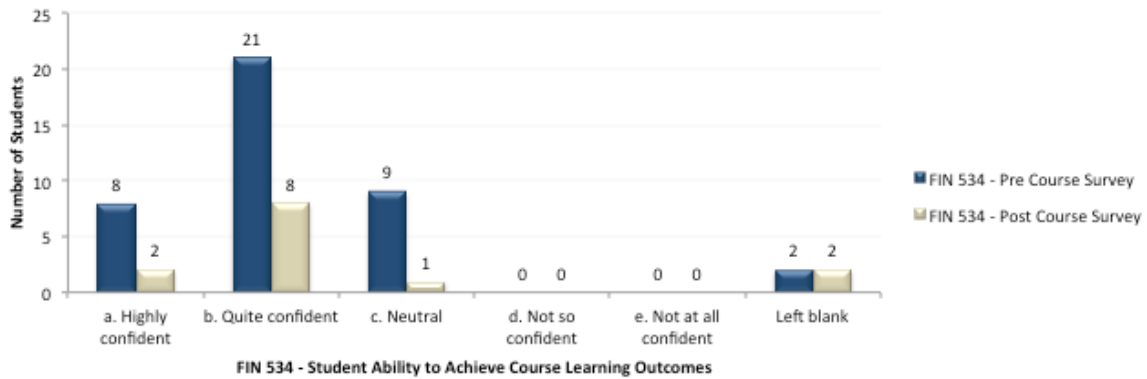ACT 603 - Comparison of Student Ability to Achieve Course Learning Outcomes

FIN 534- Comparison of Student Understanding of Course Learning Outcomes

FIN 534- Comparison of Student Ability to Achieve Course Learning Outcomes

Number of Students

	a. Highly confident	b. Quite confident	c. Neutral	d. Not so confident	e. Not at all confident	Left blank
FIN 534 - Pre Course Survey	8	21	9	0	0	2
FIN 534 - Post Course Survey	2	8	1	0	0	2

FIN 534 - Student Ability to Achieve Course Learning Outcomes

■ FIN 534 - Pre Course Survey
▨ FIN 534 - Post Course Survey

MGT 503 - Comparison of Student Understanding of Course Learning Outcomes

Number of Students

	a. Comprehensive and detailed understanding	b. Reasonable level of understanding	c. Neutral	d. Minimal level of understanding	e. No understanding	Left blank
MGT 503 - Pre Course Survey	16	28	15	3	0	5
MGT 503 - Post Course Survey	34	18	0	0	0	15

MGT 503 - Student Understanding of Course Learning Outcomes

■ MGT 503 - Pre Course Survey
▨ MGT 503 - Post Course Survey

MGT 503 - Comparison of Student Ability to Achieve Course Learning Outcomes

Number of Students

	a. Highly confident	b. Quite confident	c. Neutral	d. Not so confident	e. Not at all confident	Left blank
MGT 503 - Pre Course Survey	10	42	10	0	0	5
MGT 503 - Post Course Survey	26	24	2	0	0	15

MGT 503 - Student Ability to Achieve Course Learning Outcomes

■ MGT 503 - Pre Course Survey
▨ MGT 503 - Post Course Survey

MIS 527 - Comparison of Student Understanding of Course Learning Outcomes

MIS 527 - Student Understanding of Course Learning Outcomes

Legend: MIS 527 - Pre Course Survey; MIS 527 - Post Course Survey

MIS 527 - Comparison of Student Ability to Achieve Course Learning Outcomes

MIS 527 - Student Ability to Achieve Course Learning Outcomes

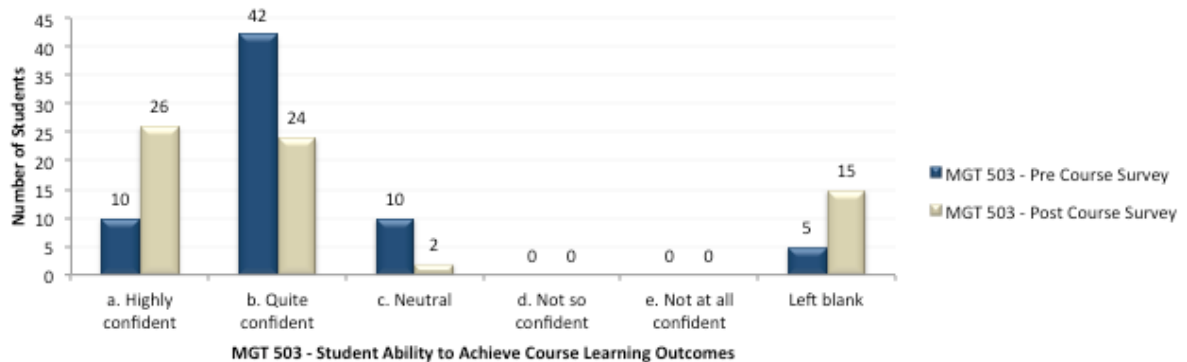Legend: MIS 527 - Pre Course Survey; MIS 527 - Post Course Survey

MKT 551 - Comparison of Student Understanding of Course Learning Outcomes

Number of Students

Pre Course Survey values: a. Comprehensive and detailed understanding = 3, b. Reasonable level of understanding = 25, c. Neutral = 21, d. Minimal level of understanding = 13, e. No understanding = 1, Left blank = 6

Post Course Survey values: a. Comprehensive and detailed understanding = 25, b. Reasonable level of understanding = 30, c. Neutral = 1, d. Minimal level of understanding = 0, e. No understanding = 0, Left blank = 13

■ MKT 551 - Pre Course Survey
□ MKT 551 - Post Course Survey
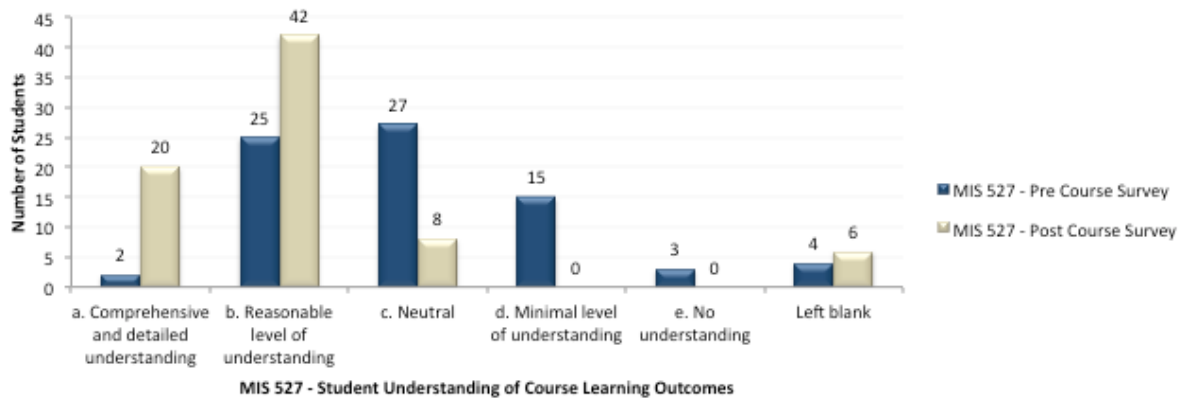
MKT 551 - Student Understanding of Course Learning Outcomes

MKT 551 - Comparison of Student Ability to Achieve Course Learning Outcomes

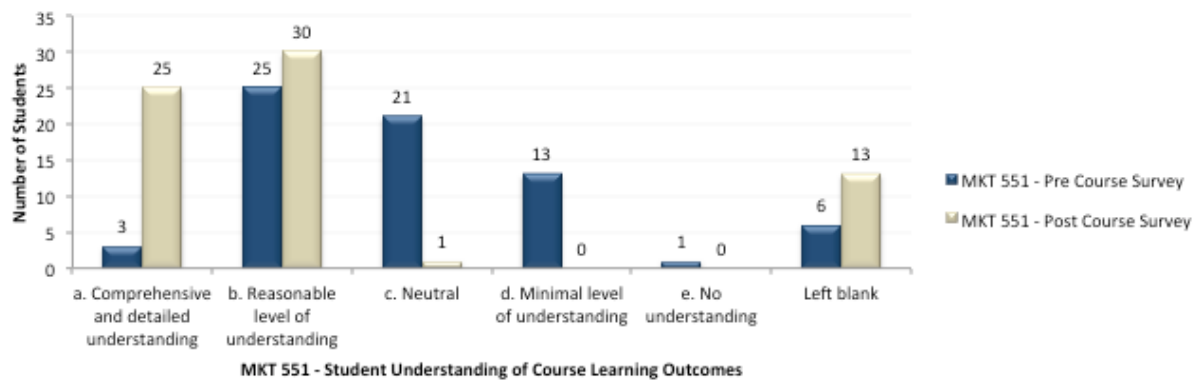Number of Students

Pre Course Survey values: a. Highly confident = 10, b. Quite confident = 35, c. Neutral = 14, d. Not so confident = 4, e. Not at all confident = 0, Left blank = 6

Post Course Survey values: a. Highly confident = 20, b. Quite confident = 32, c. Neutral = 4, d. Not so confident = 0, e. Not at all confident = 0, Left blank = 13

■ MKT 551 - Pre Course Survey
□ MKT 551 - Post Course Survey

MKT 551 - Student Ability to Achieve Course Learning Outcomes