Student Evaluation of Instruction Summer 2020 Session III 202005	The University of West Georgia UWG

Course: MKTG5818 E01 - Business Web Design   **Department:** Marketing/

Responsible Faculty: Sunil Hazari   **Responses / Expected:** 8 / 8 (100%)

Overall Mean: **4.7** 4-Point Likert Scale w/NA   (176 responses)

	QUANTITATIVE SECTION	SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev	N	Mean	-=+ [1]
								MKTG5818 - E01				**--- Survey Comparisons ---**		
					Responses				Course				All	
Q1	I correctly utilized all required course texts and materials.	7	1	0	0	0	8	**4.9**	5	5	.33	**999**	**4.7**	=
Q2	I check my online course at least two times per week.	8	0	0	0	0	8	**5.0**	5	5	0	**1K**	**4.9**	=
Q3	I have consistent access to the technology required for this course.	8	0	0	0	0	8	**5.0**	5	5	0	**997**	**4.8**	+
Q4	I was well-prepared for class	5	3	0	0	0	8	**4.6**	5	5	.48	**997**	**4.6**	=
Q5	I avidly participated in all class activities	7	1	0	0	0	8	**4.9**	5	5	.33	**984**	**4.7**	=
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	6	2	0	0	0	8	**4.8**	5	5	.43	**942**	**4.5**	=
Q7	This course challenged my intellect.	3	3	2	0	0	8	**4.1**	4	4,5	.78	**993**	**4.5**	-
Q8	Class discussions and/or activities helped me to understand the subject matter.	4	3	1	0	0	8	**4.4**	4.5	5	.70	**985**	**4.5**	=
Q9	Course assignments helped me to understand the subject matter.	4	4	0	0	0	8	**4.5**	4.5	4,5	.50	**998**	**4.6**	=
Q10	Course content was presented effectively.	4	4	0	0	0	8	**4.5**	4.5	4,5	.50	**996**	**4.6**	=
Q11	Required course texts and/or materials helped me to understand the subject matter.	3	4	1	0	0	8	**4.3**	4	4	.66	**991**	**4.6**	-
Q12	Test content was representative of assigned material.	5	2	1	0	0	8	**4.5**	5	5	.71	**972**	**4.6**	=
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	4	3	1	0	0	8	**4.4**	4.5	5	.70	**986**	**4.7**	-
Q14	The instructor demonstrates knowledge of his/her discipline.	7	1	0	0	0	8	**4.9**	5	5	.33	**976**	**4.7**	=
Q15	The instructor clearly explains course expectations.	7	1	0	0	0	8	**4.9**	5	5	.33	**994**	**4.7**	=
Q16	The instructor clearly explains how students will be evaluated.	6	2	0	0	0	8	**4.8**	5	5	.43	**995**	**4.7**	=
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	7	1	0	0	0	8	**4.9**	5	5	.33	**995**	**4.7**	=

Q18	The instructor presents material in an organized manner.	7	1	0	0	0	**8**	**4.9**	5	5	.33	**996**	**4.7**	=
Q19	The instructor communicates effectively.	6	2	0	0	0	**8**	**4.8**	5	5	.43	**990**	**4.7**	=
Q20	The instructor demonstrates respect for students.	8	0	0	0	0	**8**	**5.0**	5	5	0	**986**	**4.8**	+
Q21	The instructor is receptive and responsive to the sharing of ideas during course discussions.	8	0	0	0	0	**8**	**5.0**	5	5	0	**956**	**4.7**	+
Q22	The instructor offers and is available for individual assistance.	7	1	0	0	0	**8**	**4.9**	5	5	.33	**984**	**4.7**	=

Responses: [**SA**] Strongly Agree=5 [**A**] Agree=4 [**N**] Neutral=3 [**D**] Disagree=2 [**SD**] Strongly Disagree=1

[1] This Course compared with others: [**--**]=0-10th   [**-**]=10th-25th   [**=**]=25th-75th   [**+**]=75th-90th   [**++**]=90th-100th Percentile   Calculated vs. precise Mean

Q23 - What are the most important things you learned in this course?

Response Rate: **62.50**%   (**5** of **8**)

1   Website Design

2   The most important thing I will remember about this class is the fundamentals to making a good website. From reading the chapters and completing the assignments, I've learned what it is that makes a good/bad website. Since this class started I've noticed things about websites that normally I would have ignored.

3   That web design takes more than just the basic elements that we see when we visit a website. There are important principles of text and images that must be considered.

4   I learned what should and should not go on a website.

5   How to create websites!

Q24 - How will you use the knowledge you gained in future classes and/or in your chosen profession?

Response Rate: **62.50**%   (**5** of **8**)

1   If I ever have/need to make a website in the future I will remember the fundamentals I learned in this class on how to make a good website that will have users wanting to visit it frequently.

2   I will use the knowledge attained in this class to create and maintain my personal/ business websites in the future.

3   I will continue to build on my online resume to use for job applications in the future

4   I think the skill of designing a website will always be helpful in some way. Although I may not be designing websites regularly, having that knowledge will help out with other things as well!

5   Creating websites using the knowledge that I did not have before

Q25 - Explain any positive changes you would like to see made to this course.

Response Rate: **62.50**%   (**5** of **8**)

1   illustrative videos can be used to enhance what we read from materials and what the instructor gives the students.

2   The thing I disliked the most in this class was finding secondary sources for the assignments. Although Dr. Hazari told us to use Google Scholar and Galileo, it was still a little difficult for me to find secondary sources that were similar to what we were learning. However, the difficulty was solely because of Google Scholar and Galileo, a lot of the results I received I could not view

the entire journal/article/book, only the abstract, which was annoying.

3   N/A   🔍

4   Longer time period.   🔍

5   An updated textbook. The textbook assigned is from 2015. It should be updated to the same text from 2020. Some test
    questions on exams are not found in the 2015 textbook but are found in the 2020 version.   🔍

Q26 - Comment specifically on the value of texts, class materials, assignments, and class activities.

Response Rate: 75.00%   (**6** of **8**)

1   The text book was very helpful as well as the different web site projects   🔍

2   The class text covers a wide range of topics and information on web design. The class activities have ensured that the class
    content is properly grasped. For instance, the weekly discussions and tests are instrumental in enhancing learning in this
    course.   🔍

3   The chapter readings were not bad. I sometimes struggle to read full chapters for class because I find the content boring and
    hard to focus on/remember, but the textbook for this class was straightforward and not hard to understand. The assignments
    were not as bad as I thought they would be when I first read the syllabus, after completed the first week's assignments I got a
    better feel for the class.   🔍

4   Same as above.   🔍

5   No need for the exams from the test bank. An assessment from the discussions and actual projects are more meaningful.
    Exam was just busy work with no real need.   🔍

6   I thought the assignments were helpful. There may have been 1 or 2 discussions that seemed unnecessary, but for the most
    part, everything was helpful!   🔍

Q27 - Comment on the evaluation methods utilized—fairness, difficulty, ease, etc.

Response Rate: 62.50%   (**5** of **8**)

1   The evaluation methods were fair and clearly explained in the syllabus; the requirements were not hard or overly demanding.   🔍

2   I would say that the evaluation methods used are fair. If one has read the class text properly, they will find the evaluations quite
    easy.   🔍

3   I think the expectations were fair and reasonable.   🔍

4   Ease   🔍

5   Clear on expectations and provided meaningful feedback!   🔍

Q28 - Comment on the instructor's overall effectiveness as a teacher in his/her discipline.

Response Rate: 62.50%   (**5** of **8**)

1   This course is probably one of the best in the MBA offerings. You actually learned about relevant tools used in today's world.
    Weekly discussions and projects required the student to learn the material. The exams probably could be eliminated as they
    are just busy work. Excellent professor who provides meaningful dialogue with the students! Words to describe Dr.
    Shazari....Encouragement provider and true educator!   🔍

2   The instructor was very interactive and always gives feedback for improvement   🔍

3 The instructor is approachable and very helpful in enhancing the students' understanding of the course materials. From time to time, the instructor would participate in the discussions as well. 🔍

4 I think Dr. Hazari is a good professor. A professor can really make or break the online experience, and I thought he did a good job. 🔍

5 Dr. Hazari was very helpful, he answered emails quickly. He also responded to a lot of our discussion posts, which was helpful as well. Also, I liked the feedback he gave us on our assignments. The only thing I did not like was having to send emails through Course Den, there was no way for me to edit the notifications so that Course Den emails went to my Gmail account/phone, so I always saw his emails much later than I would have if they were sent through Gmail instead. 🔍