



## **College of Business & Economics**

### **Assurance of Learning**

Program Learning Objective (PLO): Oral Communication  
Spring 2016

**BSBA**

**PLO3; LO3A**

**BSBA Learning Goal 3: Students who graduate will be effective communicators in a diverse and global environment.**

**CBE Learning Objective 3A:**

Students who graduate will apply effective oral communications skills.

**Assessed Quarter:** Spring 2016

**Mapped Course:** MGMT 4650 (On-ground)

**Curriculum Alignment:** Students take MGMT 4650 as a capstone course. This is a core course for seniors in the BSBA program. The course takes a top management perspective and integrates the functional disciplines into decision-making. Emphasis is placed on evaluating complex business situations, integrating theory with practices, and *presenting* comprehensive strategic business plans.

**Participating Faculty:** 1 teaching faculty + 1 assessing faculty

**Methods & Procedures:** To prevent conflation of assessment with grading, and to accurately retrieve reliable and consistent data, external assessors were used in the assessment of Oral Communications and Teamwork. Faculty teaching business communications were brought in to be external assessors in capstone courses. Faculty used the AAC&U Oral Communications rubric. Assessment personnel would coordinate with teaching faculty and assessing faculty on dates and times, as well as proper procedures. Communications faculty assessed students according to rubric and noted observations regarding possible edits to improve the rubric and make the tool more applicable to the program and effective in measuring the learning objective overall.

**Assessment Measurement Tool Used:**

- AACU VALUE Oral Communications rubric

**Status of Assessment:** Completed.

**Artifacts Archived:** Score sheets saved.

**Performance Targets:**

- 70% of students will meet or exceed expectations.
- Less than 10% of students will score “1” (below expectations) on any “trait” in the rubric.

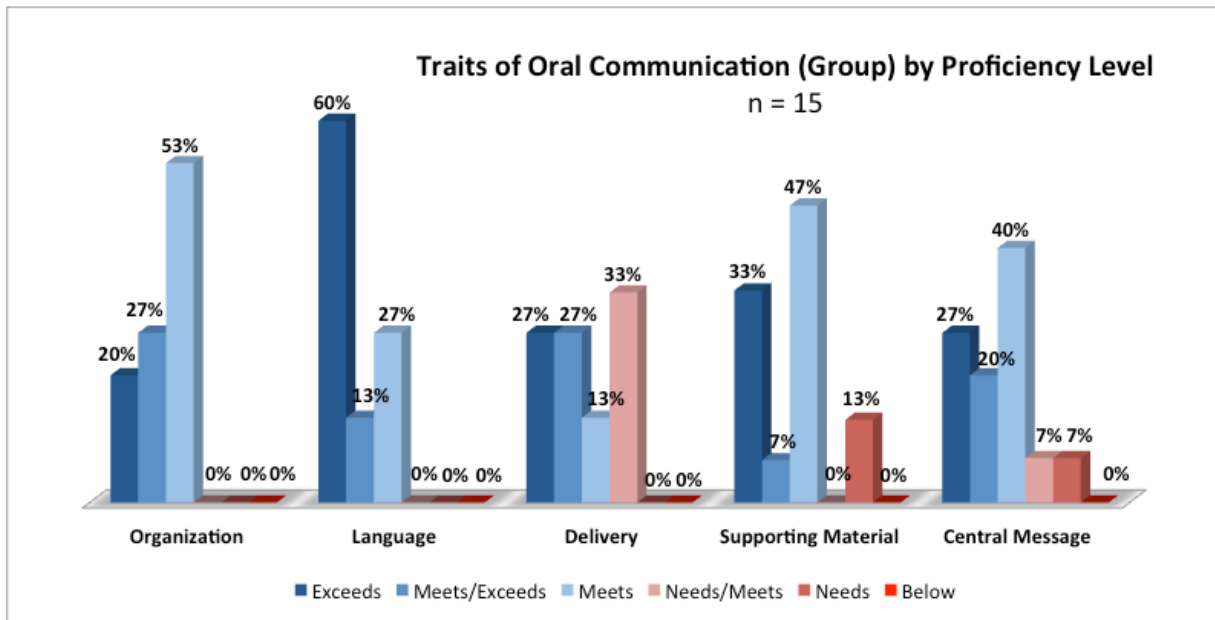
**Data Summary & Analysis:**

There are two targets set for this skill, (1) 70% of students will meet or exceed expectations; and (2) less than 10% of students will score “1” (below expectations) on any “trait” in the rubric. Overall, 94% of groups and 80% of individuals met expectations on the learning objective.

| Group Scores (n=15)        | Trait 1    | Trait 2 | Trait 3 | Trait 4 | Trait 5 |
|----------------------------|------------|---------|---------|---------|---------|
| Meets Expectations         | 100%       | 100%    | 67%     | 87%     | 87%     |
| Does Not Meet Expectations | 0%         | 0%      | 33%     | 13%     | 14%     |
| <b>Total</b>               | 100%       | 100%    | 100%    | 100%    | 101%    |
| <b>Overall Score</b>       | <b>94%</b> |         |         |         |         |

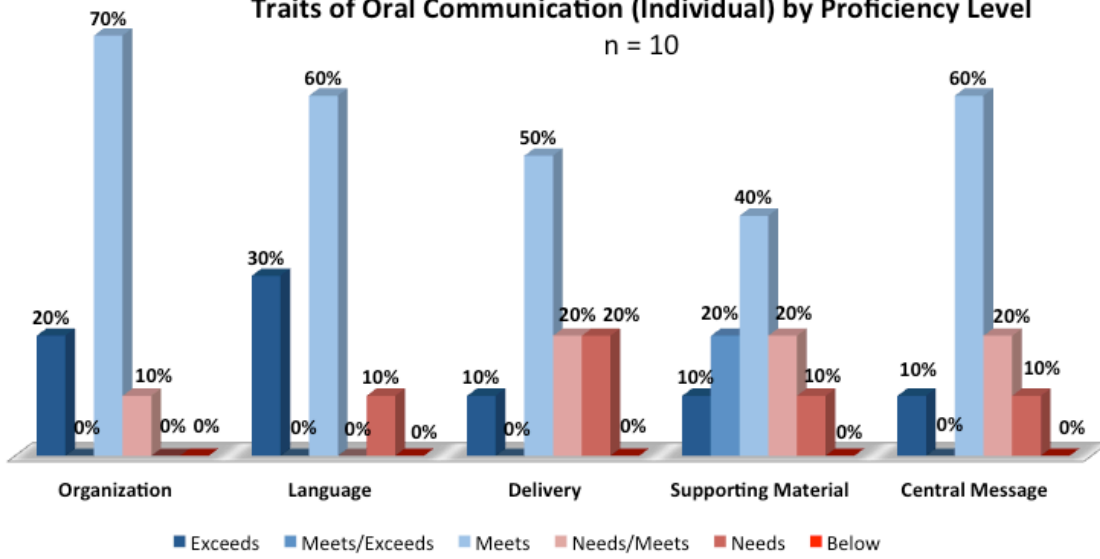
| Individual Scores (n=10)   | Trait 1    | Trait 2 | Trait 3 | Trait 4 | Trait 5 |
|----------------------------|------------|---------|---------|---------|---------|
| Meets Expectations         | 90%        | 90%     | 60%     | 70%     | 70%     |
| Does Not Meet Expectations | 10%        | 10%     | 40%     | 30%     | 30%     |
| <b>Total</b>               | 100%       | 100%    | 100%    | 100%    | 100%    |
| <b>Overall Score</b>       | <b>80%</b> |         |         |         |         |

With regard to the individual components of oral communication that are described on the rubric, our proficiency benchmark was set at less than 10% of our students scoring “below expectations” on any single trait assessed. Results show no students scored below expectations on any individual trait. However, the following graphics show 13% of student groups needed improvement on Trait #4: Supporting Material and 7% needed improvement on Trait #5: Central Message. For individual students assessed, 20% needed improvement on Trait #3: Delivery and 10% needed improvement on all Traits 2, 4 & 5 (Language, Supporting Material, Central Message).



### Traits of Oral Communication (Individual) by Proficiency Level

n = 10



**BSBA Learning Goal 3: Students who graduate will be effective communicators in a diverse and global environment.**

**CBE Learning Objective 3A:**

Students who graduate will apply effective oral communications skills.

**Assessed Quarter:** Spring 2016

**Mapped Course:** MGMT 4650 (Online)

**Curriculum Alignment:** Students take MGMT 4650 as a capstone course. This is a core course for seniors in the BSBA program. The course takes a top management perspective and integrates the functional disciplines into decision-making. Emphasis is placed on evaluating complex business situations, integrating theory with practices, and *presenting* comprehensive strategic business plans.

**Participating Faculty:** 1 member

**Methods & Procedures:** Faculty used oral presentations recorded using the new embedded tool Voice Thread, where students are able to submit video recordings of their individual presentations and submit their assignment through Blackboard.

Faculty feedback following pilot:

*"The integration of the voice thread into the BB course was a little bit challenging in the beginning. We worked with the university staff to shoot introductory videos. Then, we provided the students with instructions on how to do. I was a little bit skeptic with the value added of the tool but then the students did a phenomenal job with the presentations. The great thing about voice thread is it's a very interactive medium. That really goes along with the learning outcome of the capstone course."*

**Assessment Measurement Tool Used:**

- AACU VALUE Oral Communications rubric

**Status of Assessment:** Completed.

**Artifacts Archived:** Score sheets saved.

**Performance Targets:**

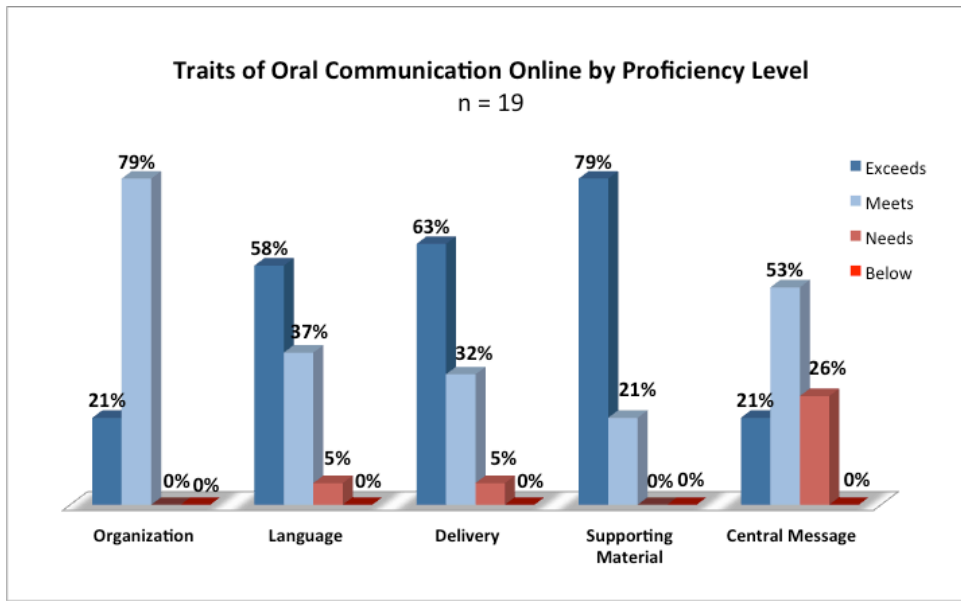
- 70% of students will meet or exceed expectations.
- Less than 10% of students will score "1" (below expectations) on any "trait" in the rubric.

**Data Summary & Analysis:**

There are two targets set for this skill, (1) 70% of students will meet or exceed expectations; and (2) less than 10% of students will score "1" (below expectations) on any "trait" in the rubric. Overall, 100% of students met expectations on the learning objective.

| n = 19                            | Trait 1     | Trait 2 | Trait 3 | Trait 4 | Trait 5 |
|-----------------------------------|-------------|---------|---------|---------|---------|
| <b>Meets Expectations</b>         | 100%        | 95%     | 95%     | 100%    | 74%     |
| <b>Does Not Meet Expectations</b> | 0%          | 5%      | 5%      | 0%      | 26%     |
| <b>Total</b>                      | 100%        | 100%    | 100%    | 100%    | 100%    |
| <b>Overall Score</b>              | <b>100%</b> |         |         |         |         |

With regard to the individual components of oral communication that are described on the rubric, our proficiency benchmark was set at less than 10% of our students scoring “below expectations” on any single trait assessed. Results show no students scored below expectations on any individual trait. However, 26% of students needed improvement on Trait #5: Central Message and 5% needed improvement on Trait #2 & 3, Language and Delivery.



[End of Report]