CALIFORNIA STATE
UNIVERSITY
E A S T   B A Y

College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Written Communication
Winter 2015

BSBA

PLO3; LO3B

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

CBE Learning Objective 3B:
Students who graduate will apply effective written communications skills.

Assessed Term: Winter 2015

Mapped Course: MGMT 4650

Curriculum Alignment:
Students take MGMT 4650 as a capstone course. This is a core course and is typically attended by graduating 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. This course requires an oral presentation as part of successful completion.

Participating Faculty: 1 member.

Methods & Procedures: Case study write-ups were used to assess written communications in this course. Artifacts were assessed by teaching faculty.

Assessment Measurement Tool Used: AACU VALUE Written Communication rubric

Status of Assessment: Completed.

Artifacts Archived: Score sheets with faculty feedback reported and saved. .

Performance Targets:
- 70% of students will meet or exceed expectations.
- Less than 10% of students will score "1" (below) on any "trait" in the rubric.
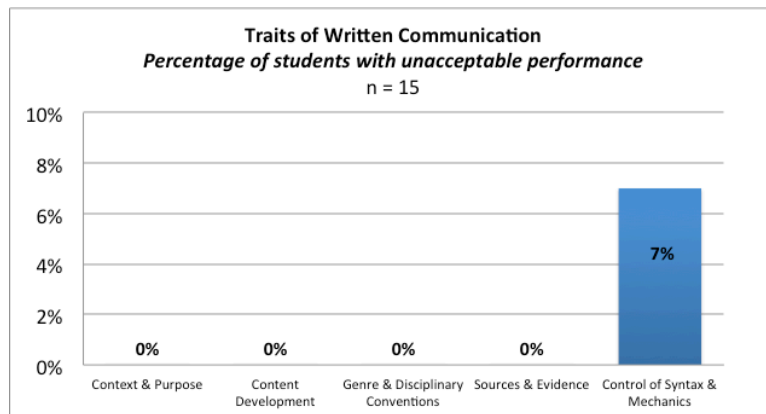
Data Summary & Analysis:

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, 74% of students met expectations on the learning objective.

n = 15	Trait 1	Trait 2	Trait 3	Trait 4	Trait 5
Meets Expectations	87%	93%	80%	60%	67%
Does Not Meet Expectations	13%	7%	20%	40%	34%
Total	100%	100%	100%	100%	101%
Overall Score	**74%**				

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.

Findings show students met proficiency benchmarks for all traits with no student scoring 'below expectations' on any single trait. However, 7% of students received scores of below expectations on Trait 5: Control of Syntax & Mechanics, while a significant 40% of students were assessed as 'needing improvement' on Trait 4: Sources and Evidence.

Traits of Written Communication
Percentage of students with unacceptable performance
n = 15

10%				
8%				
6%				
4%	0%	0%	0%	0%	7%
2%				
0%	Context & Purpose	Content Development	Genre & Disciplinary Conventions	Sources & Evidence	Control of Syntax & Mechanics

* Goal: LT 10% for each of any one trait

To score 'below expectations' for the trait Control of Syntax & Mechanics, student is deemed to have used "language that sometimes impedes meaning because of errors in usage." To score 'needs improvement' for the trait Sources & Evidence, student is deemed to have demonstrated "an attempt to use credible and/or relevant sources to support ideas that are appropriate for the discipline and genre of the writing," as opposed to skillful demonstration and use of high-quality, credible, relevant sources to develop ideas.

By Individual Trait	Context & Purpose	Content Development	Genre & Disciplinary Conventions	Sources & Evidence	Control of Syntax & Mechanics
Exceeds Expectations (4)	67%	53%	53%	0%	20%
Meets Expectations (3)	20%	40%	27%	60%	47%
Needs Improvement (2)	13%	7%	20%	40%	27%
Below Expectations (1)	0%	0%	0%	0%	7%

Preliminary Closing the Loop Suggestions:

- Conduct a discussion, beginning within the AoL Task Force, regarding a re-examination of what it means to 'Meet Expectations;' i.e. have we lowered our standards on what it means and how we view student performances?
- Reconsider benchmarks to establish better goal points that can lead to better identification of weaknesses (i.e. at least 70% of students will have an overall score of 'Meets Expectations' and less than 10% will be 'Below Expectations')
- AoL Task Force Discussion Point - Possible suggestions on potential new initiatives

[End of Report]