



College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Written Communication
Winter 2016

MBA PLO2; LO2B

Authors: Sandy Luong and Glen Taylor

MBA Learning Goal 2: Students who graduate will have leadership, team building, and advanced communication skills in diverse and cross-cultural managerial environments. [Statement includes changes made during quarter to semester revisions.]

CBE Learning Objective 2B: Students who graduate will apply advanced written communications skills. [Statement includes changes made during quarter to semester revisions.]

Assessed Term: Winter 2016

Assessed Course: MGMT 6800

Curriculum Alignment: Strengthens students' ability to anticipate, critically analyze and appropriately respond to the legal and ethical dilemmas that confront managers in a global economy. This course focuses on the challenges of responsible decision-making in complex, socially diverse business environments.

Participating Faculty: 1 member.

Methods & Procedures: Individual written assignment.

Assessment Measurement Tool Used:

- Graduate written communication rubric from third party university.

Status of Assessment: Completed.

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

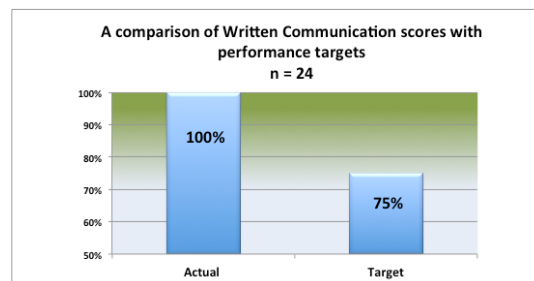
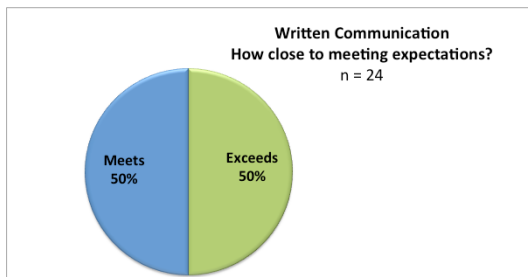
Performance Targets:

- 75% of students will meet or exceed expectations
- Less than 10% of students will score "1" (below) on any "trait" in the rubric.

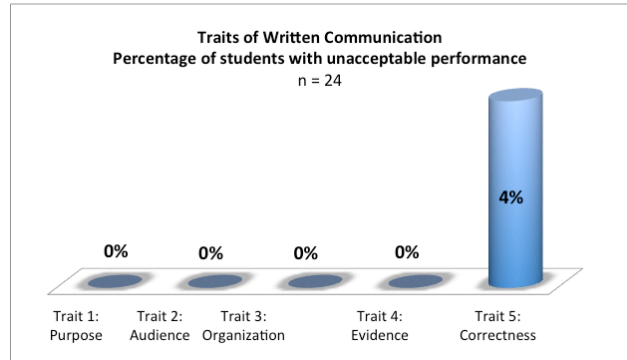
Data Summary & Analysis:

The following graphics display the results and findings from the conducted assessment.

As depicted in the graphics, our students' overall written communication scores met performance targets. Proficiency benchmarks were set at 75% of students falling under Meeting or Exceeding expectations. Findings show only 100% of students assessed met or exceeded expectations. The findings above show scores calculated for individuals who had all traits measured. For additional data, refer to individual trait analysis where data was more available.



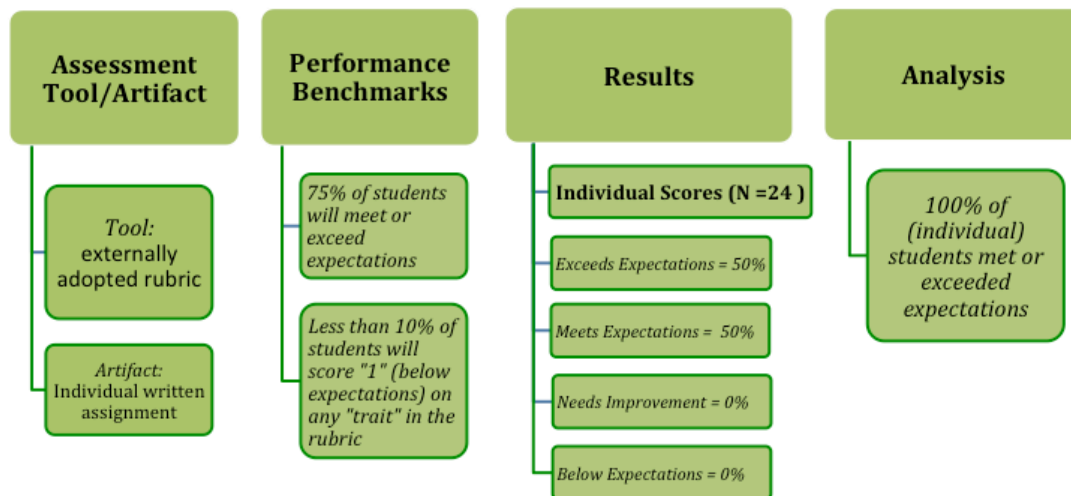
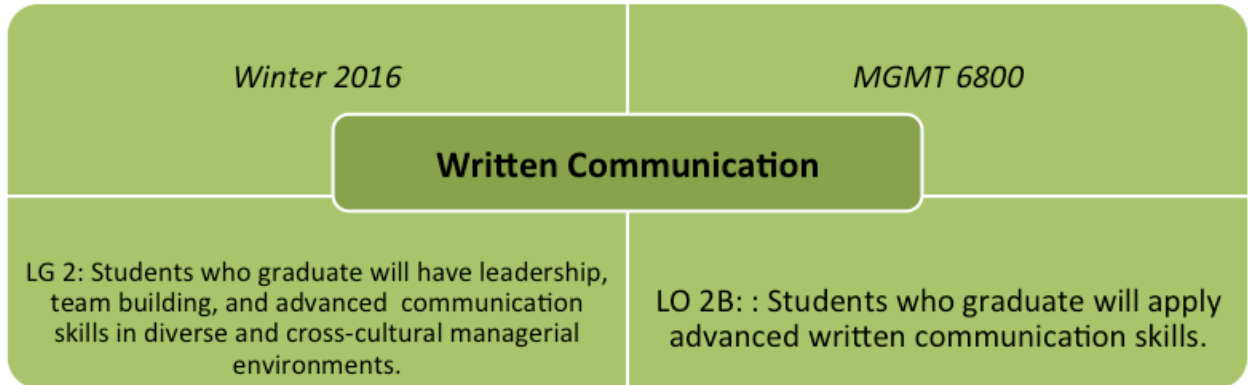
With regard to the individual components of written communication that are described on the rubric, our proficiency benchmark was set at less than 10% of our students scoring “below expectations” on any single trait assessed. Students met this proficiency benchmark and less than 10% of students scored a “below expectations” on all individual traits.



However, a significant percentage of students were found needing improvement in the areas of “Organization” (trait 3) and “Correctness” (trait 5). In order to fall in the category of needing improvement for trait 3, student has produced a document that “must be organized more effectively, as readers will be confused or misled.

Scores by Individual Trait					
	Trait 1	Trait 2	Trait 3	Trait 4	Trait 5
Exceeds Expectations (4)	88%	100%	21%	54%	42%
Meets Expectations (3)	13%	0%	54%	46%	38%
Needs Improvement (2)	0%	0%	25%	0%	17%
Below Expectations (1)	0%	0%	0%	0%	4%

Assessment Summary: Winter 2016



[End of Report]