



College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Oral Communication
AY 2014-2015

MSA

PLO4; L04B

MSA Learning Goal 4: Students who graduate will be able to communicate effectively and professionally.

CBE Learning Objective 4B:

L04B: Students who graduate will apply oral communication skills to deliver a well-organized, informative, and persuasive oral presentation within a professional context.

Mapped Course: ACCT 6560 [Summer 2015]

Curriculum Alignment: Analysis and forecast of financial statements for business valuation and financial strategies. Topics include financial statement analysis and forecast, business valuation using accounting and cash flow based models, valuation analysis for equity security, credit decisions, and mergers and acquisitions. Prerequisite: ACCT 3213 or ACCT 6613 or consent of instructor.

Participating Faculty: 2 faculty members: 1 Teaching + 1 Assessing.

Methods & Procedures: Student presentations. Teaching faculty will assess assignment for course grade while a second faculty will observe and assess assignment for learning proficiency according to the rubric.

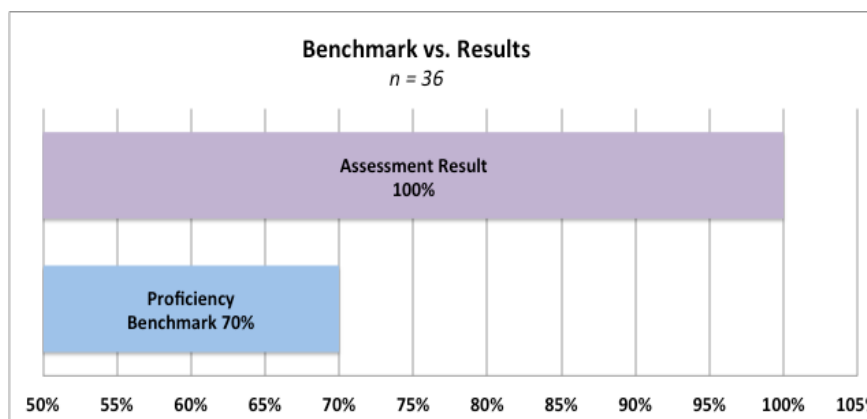
Assessment Measurement Tool Used: Externally adopted rubric.

Status of Assessment: Completed.

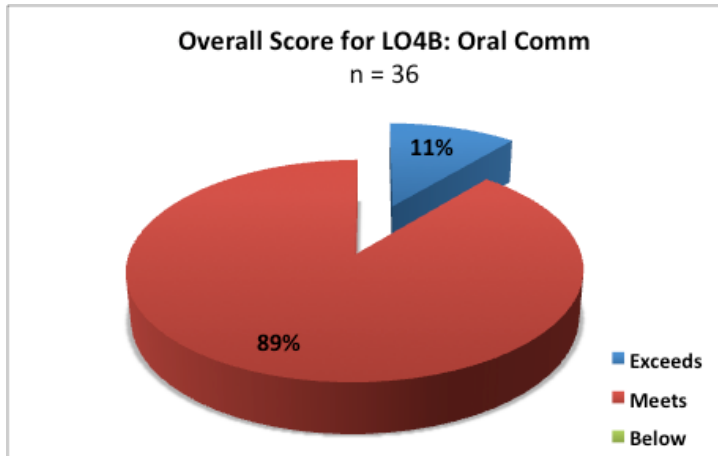
Artifacts Archived: Yes.

Performance Targets: 70% of students meet or exceed expectations.

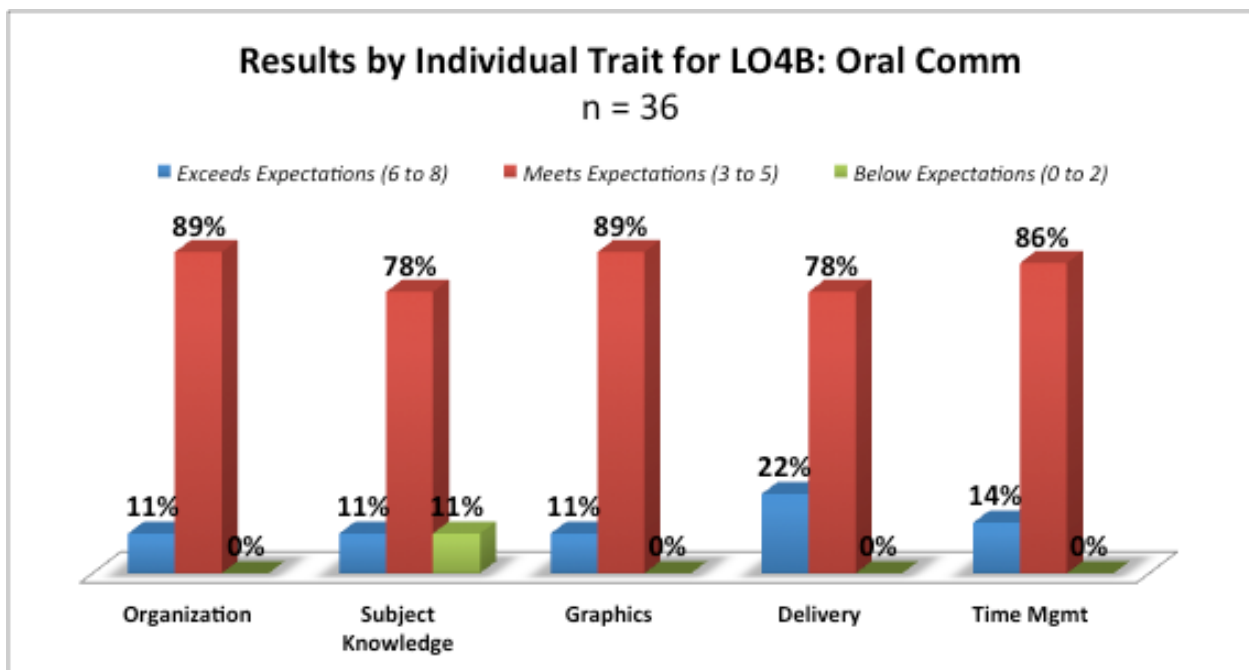
Data Summary & Analysis:



The proficiency target for learning objective 4B: Oral Communication is set that *70% of students receiving an overall score of meeting or exceeding expectations on the specific learning objective.* Results show students clearly meeting the benchmark with 100% of students meeting/exceeding.



Assessment results for the learning objective *overall* show 89% of assessed students meeting expectations, with 11% exceeding expectations, and 0% of assessed students below expectations.



Analysis from each individual trait shows each trait measuring relatively consistently; no trait strayed far from the results of the other traits for 'meeting' and 'exceeding' expectations. However, when it came to 'below' expectations, Trait #2: Subject Knowledge, led with 11 percentage points more in number of students assessed with a score of 0 to 2.

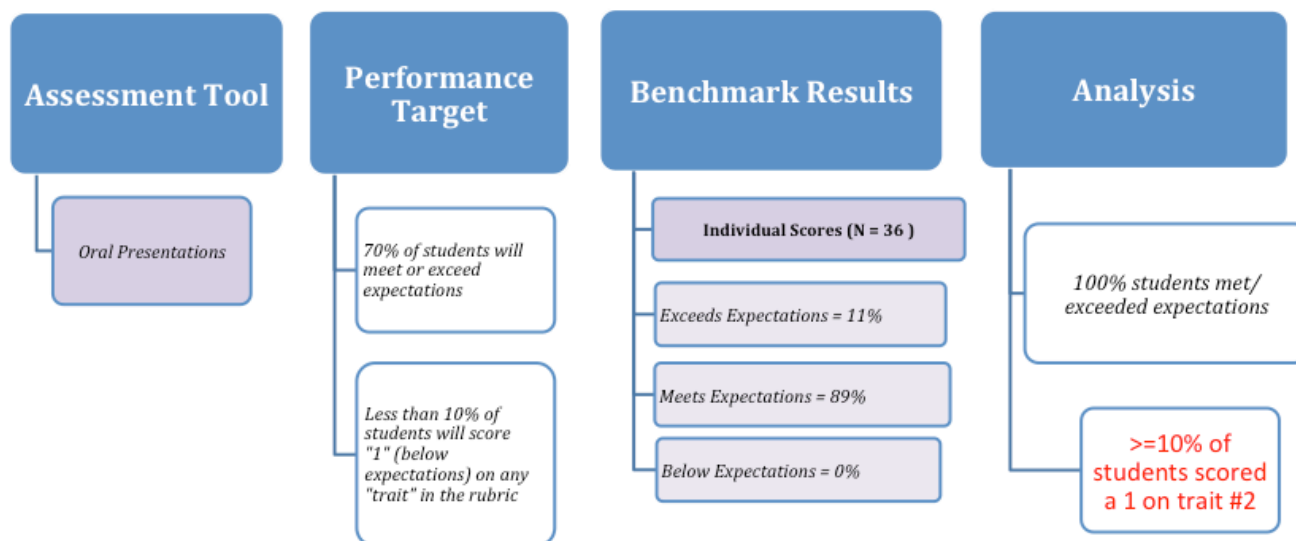
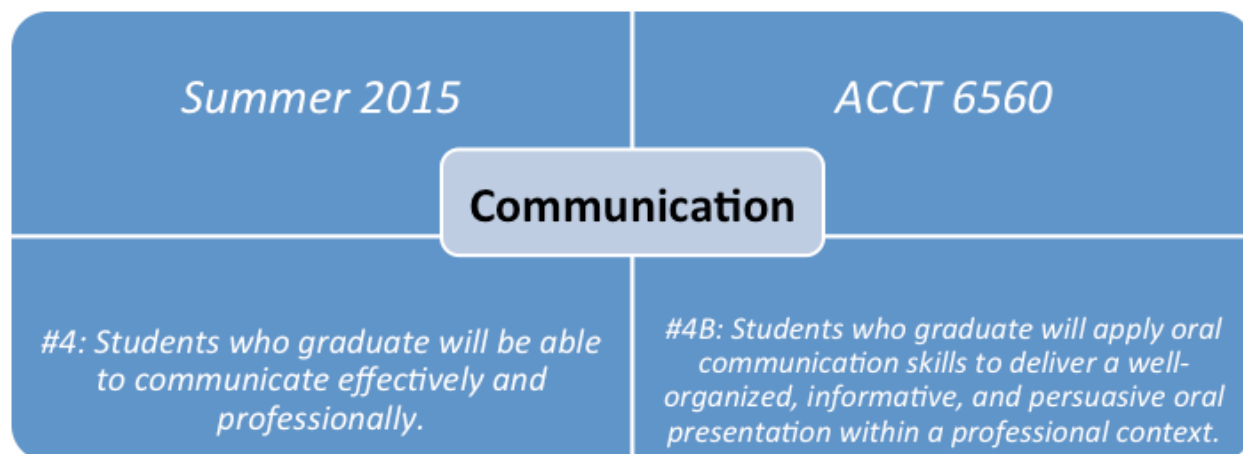
Conclusions:

Overall, students are meeting proficiency targets for learning objective 4B: Oral Comm. One area highlighted for suggested improvement involves Trait#2: Subject Knowledge.

APPENDIX A:

One-Page Summaries

Learning Goal 4B: One-Page Assessment Summary



End of Report