



## **College of Business & Economics**

### **Assurance of Learning**

Program Learning Objective (PLO): Oral Communication  
AY 2015-2016

**MSA**

**PLO4; L04B**



**MS Acct 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 6899

**Curriculum Alignment:** 6899 is a comprehensive capstone project that extends student projects completed for ACCT 6560 Financial Statement Analysis and Business Valuation course. Grading: A-F grading only.

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

**Methods & Procedures:** Teaching faculty identified assignment that included student presentations. Teaching faculty worked with assessing faculty, nominated by Program Director, to coordinate date and time of student presentations. Assessing faculty observed student presentations and assessed for learning objective proficiency, while teaching faculty assessed for assignment grade.

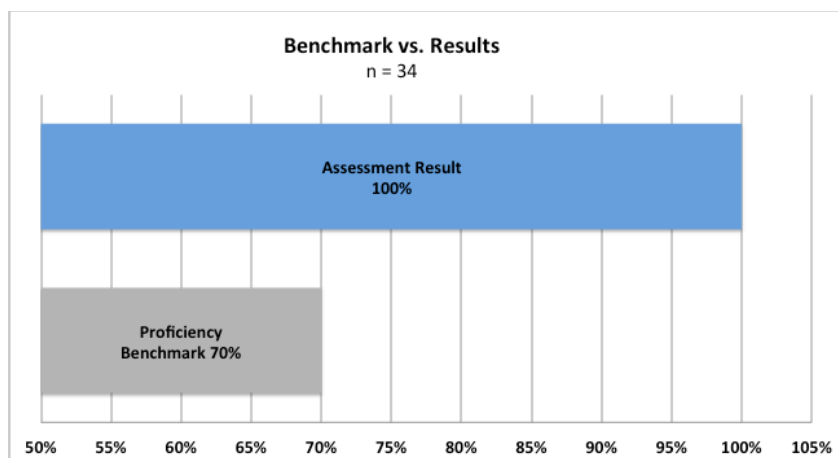
**Assessment Measurement Tool Used:** Externally adopted rubric. Modified by department.

**Status of Assessment:** Completed.

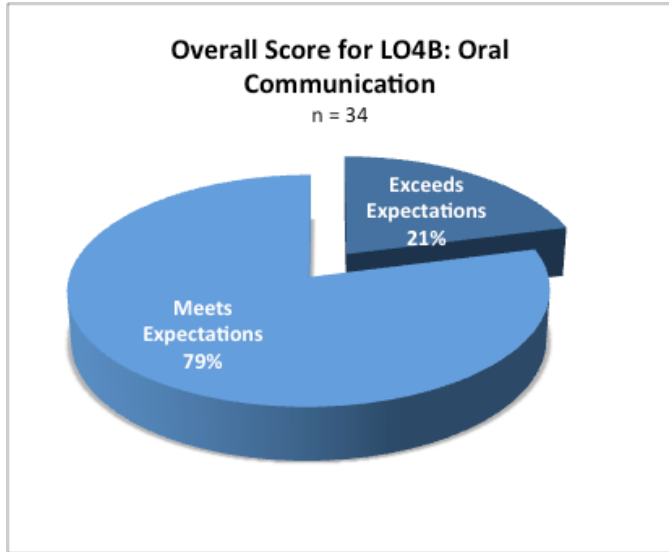
**Artifacts Archived:** Scores received and archived.

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

**Data Summary & Analysis:**

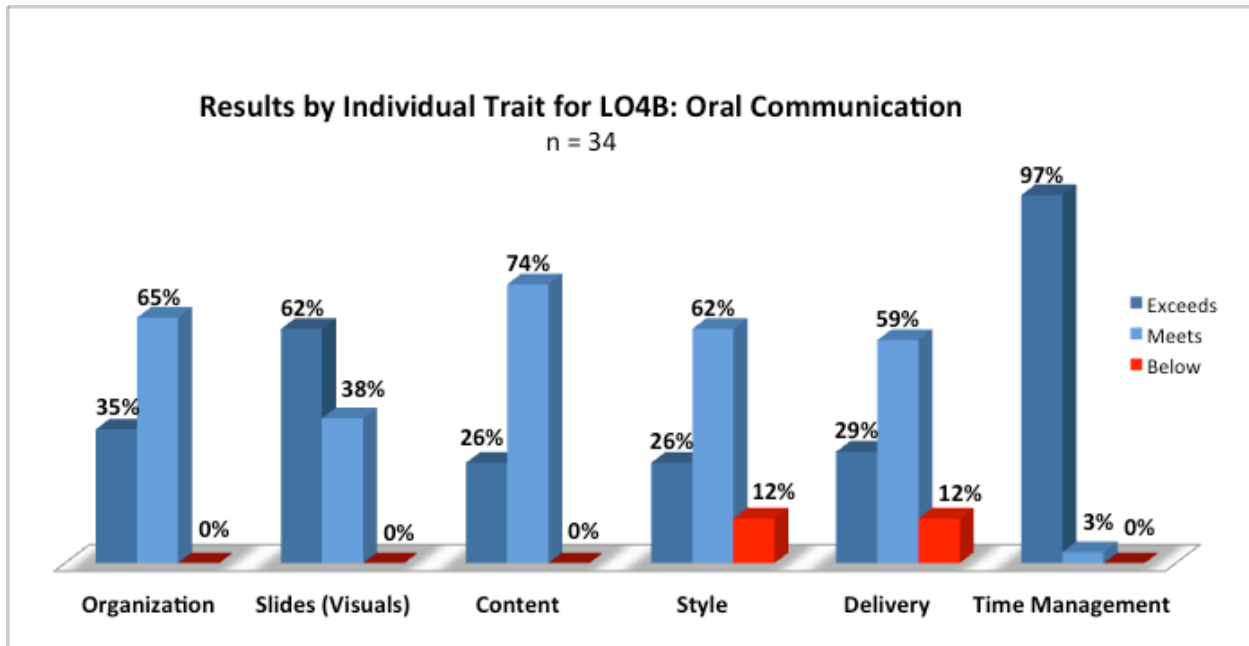


The proficiency target for learning objective 4B: Oral Communication is set that *70% of students receive an overall score of meeting or exceeding expectations on the specific learning objective.* Results show students clearly meeting the benchmark with 100% of students meeting/exceeding.



Overall assessment results for the learning objective show 79% of assessed students meeting expectations, with 21% exceeding expectations, and 0% of assessed students below expectations. This is an improvement in the area of below expectations.

The graphic below display the findings for each individual trait as it is compared with the performance of other traits. When it came to 'below' expectations, Trait #4: Style and Trait #5 had the largest number of students receiving 0 to 2 points. Contrastingly, students overwhelmingly performed very well in time management with 97% of students exceeding expectations on this particular trait.



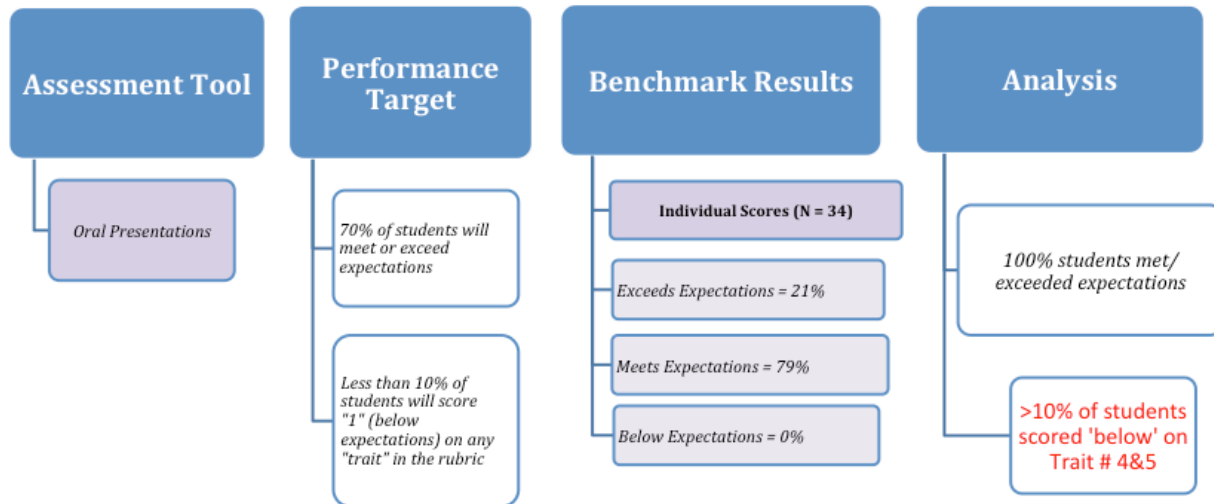
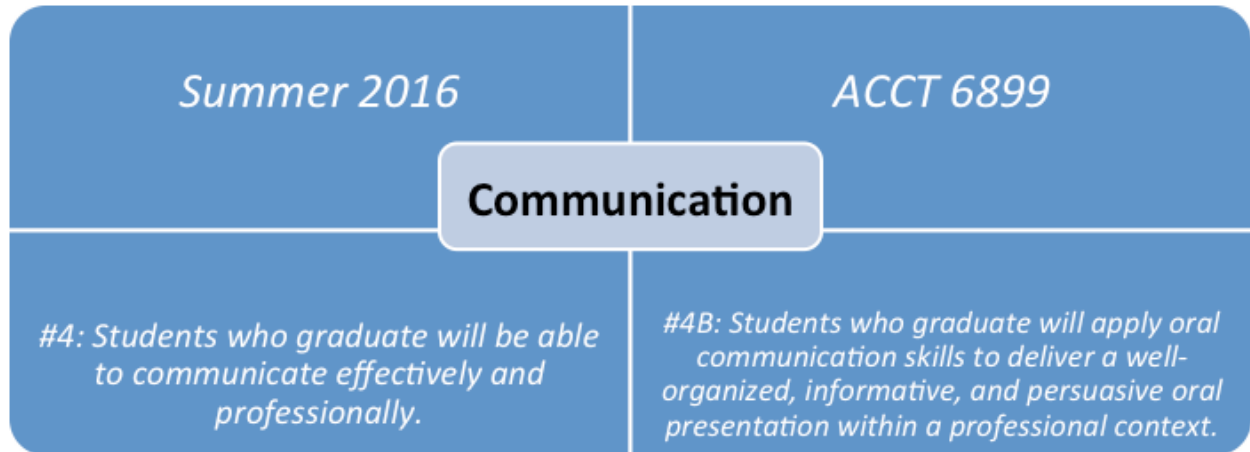
**Conclusions:**

Overall, students are meeting proficiency targets for learning objective 4B: Oral Comm. Two areas highlighted for suggested improvement are Trait #4: Style and Trait #5: Delivery.

# **APPENDIX**

## One-Page Summaries

## Learning Goal 4B: One-Page Assessment Summary



End of Report