CALIFORNIA STATE UNIVERSITY

E A S T B A Y

College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Written Communication
Oakland and San Ramon Fall 2017 Cohorts

MBA
PLO2; LO2B

MBA Learning Goal 2: Students who graduate will have leadership, team building, and advanced communication skills in diverse and cross-cultural managerial environments.

CBE Learning Objective 2B: Students who graduate will apply advanced written communications skills.

Assessed Term: Assignments collected Fall 2017 for Oakland and San Ramon Cohorts; assessments conducted end of Fall 2017 and into Winter 2018.

Assessed Course:
- Oakland Cohort: MKTG 6120
- San Ramon Cohort: MGMT 6120

Participating Faculty: 2 teaching faculty, 1 additional faculty, and 3 AOL Subcommittee members.

Methods & Procedures: Individual written assignment.

Assessment Measurement Tool Used: Graduate written communication rubric.

Norming Session Conducted: Yes.

Status of Assessment: Completed.

Artifacts Archived: Score sheets with faculty feedback reported and saved. Artifacts electronically archived by cohort and quarter.

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:

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.
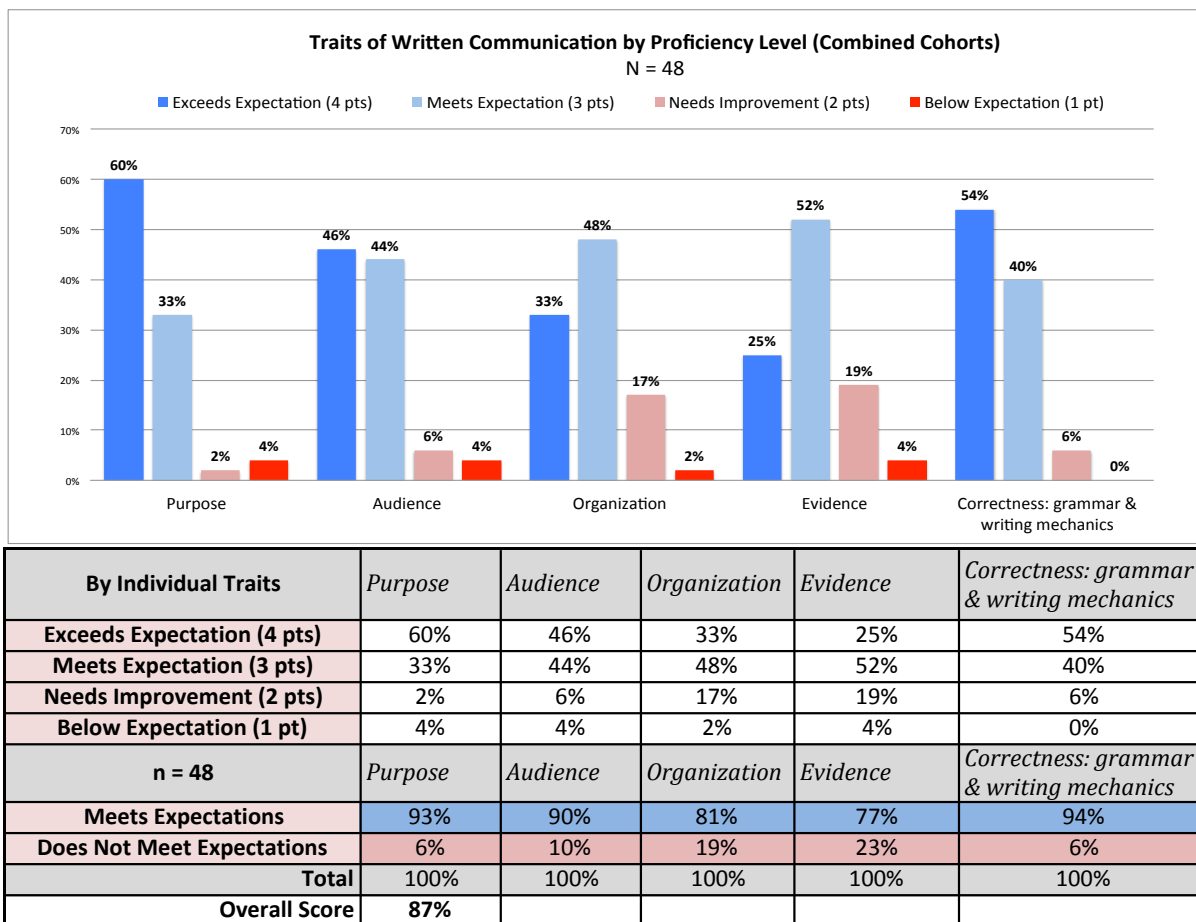- Overall, **87%** of students met expectations on the learning objective when looking at data from both the San Ramon and the Oakland **cohorts combined**.
- Separately, **95%** of students met expectations on the learning objective for the **San Ramon** cohort alone, while **78%** of students met expectations on the learning objective for the **Oakland** cohort alone.

The subsequent sections will show the following data in the order listed below:
- Individual trait score analysis for both San Ramon & Oakland cohorts combined
- Individual trait score analysis for the San Ramon cohort
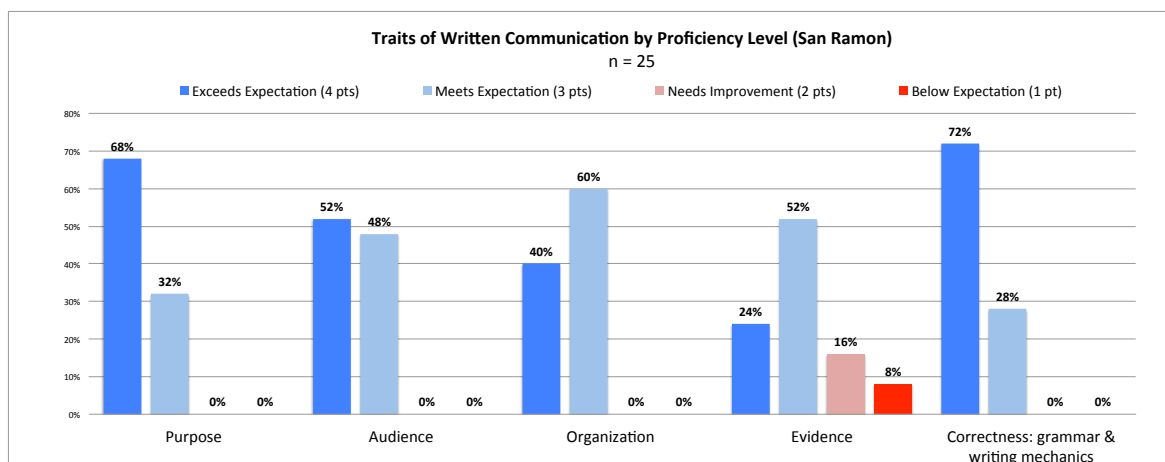- Individual trait score analysis for the Oakland cohort

Individual Trait Scores for Oakland & San Ramon Combined

Assessed Traits n = 48	Meets Expectation*	Below Expectation**
Trait 1: *Purpose*	93%	6%
Trait 2: *Audience*	90%	10%
Trait 3: *Organization*	81%	19%
Trait 4: *Evidence*	77%	23%
Trait 5: *Correctness: grammar & writing mechanics*	94%	6%
* Meets expectations = Meets expectations + Exceeds expectations *** Below expectations = Needs improvement + Below expectations*		

Traits of Written Communication by Proficiency Level (Combined Cohorts)
N = 48

Legend: Exceeds Expectation (4 pts) · Meets Expectation (3 pts) · Needs Improvement (2 pts) · Below Expectation (1 pt)

By Individual Traits	*Purpose*	*Audience*	*Organization*	*Evidence*	*Correctness: grammar & writing mechanics*
Exceeds Expectation (4 pts)	60%	46%	33%	25%	54%
Meets Expectation (3 pts)	33%	44%	48%	52%	40%
Needs Improvement (2 pts)	2%	6%	17%	19%	6%
Below Expectation (1 pt)	4%	4%	2%	4%	0%
n = 48	*Purpose*	*Audience*	*Organization*	*Evidence*	*Correctness: grammar & writing mechanics*
Meets Expectations	93%	90%	81%	77%	94%
Does Not Meet Expectations	6%	10%	19%	23%	6%
Total	100%	100%	100%	100%	100%
Overall Score	87%				

Individual Trait Scores for San Ramon Cohort

Assessed Traits n = 25	Meets Expectation*	Below Expectation**
Trait 1: *Purpose*	100%	0%
Trait 2: *Audience*	100%	0%
Trait 3: *Organization*	100%	0%
Trait 4: *Evidence*	76%	24%
Trait 5: *Correctness: grammar & writing mechanics*	100%	0%
* Meets expectations = Meets expectations + Exceeds expectations *** Below expectations = Needs improvement + Below expectations*		

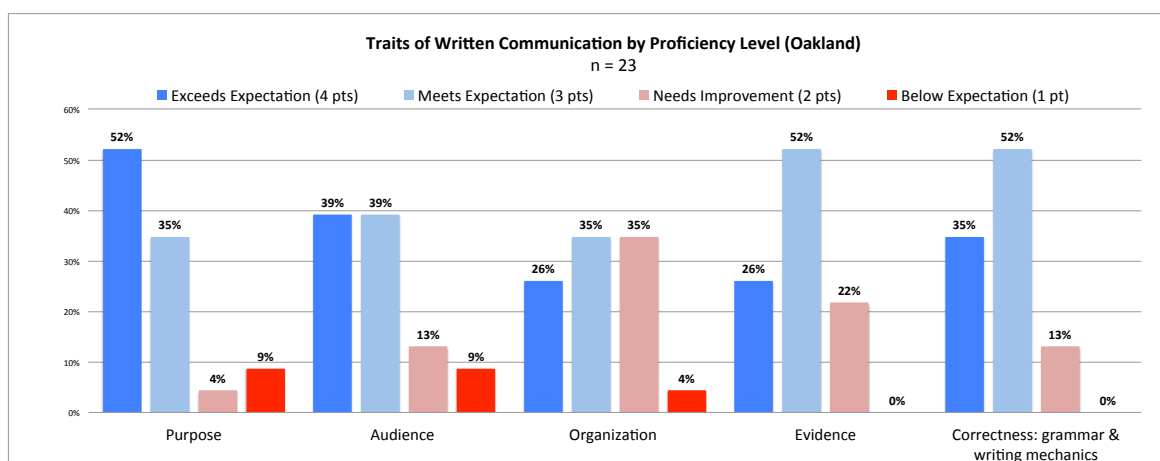Traits of Written Communication by Proficiency Level (San Ramon)
n = 25

By Individual Traits	Purpose	Audience	Organization	Evidence	Correctness: grammar & writing mechanics
Exceeds Expectation (4 pts)	68%	52%	40%	24%	72%
Meets Expectation (3 pts)	32%	48%	60%	52%	28%
Needs Improvement (2 pts)	0%	0%	0%	16%	0%
Below Expectation (1 pt)	0%	0%	0%	8%	0%
n = 25	Purpose	Audience	Organization	Evidence	Correctness: grammar & writing mechanics
Meets Expectations	100%	100%	100%	76%	100%
Does Not Meet Expectations	0%	0%	0%	24%	0%
Total	100%	100%	100%	100%	100%
Overall Score	95%				

Individual Trait Scores for Oakland Cohort

Assessed Traits n = 23	Meets Expectation*	Below Expectation**
Trait 1: *Purpose*	87%	13%
Trait 2: *Audience*	78%	22%
Trait 3: *Organization*	61%	39%
Trait 4: *Evidence*	78%	22%
Trait 5: *Correctness: grammar & writing mechanics*	87%	13%

* Meets expectations = Meets expectations + Exceeds expectations
** Below expectations = Needs improvement + Below expectations

Traits of Written Communication by Proficiency Level (Oakland)
n = 23

By Individual Traits	Purpose	Audience	Organization	Evidence	Correctness: grammar & writing mechanics
Exceeds Expectation (4 pts)	52%	39%	26%	26%	35%
Meets Expectation (3 pts)	35%	39%	35%	52%	52%
Needs Improvement (2 pts)	4%	13%	35%	22%	13%
Below Expectation (1 pt)	9%	9%	4%	0%	0%
n = 23	Purpose	Audience	Organization	Evidence	Correctness: grammar & writing mechanics
Meets Expectations	87%	78%	61%	78%	87%
Does Not Meet Expectations	13%	22%	39%	22%	13%
Total	100%	100%	100%	100%	100%
Overall Score	78%				

Written Communication Rubric

	LO2B: Written Communication			
Traits	**Exceeds Expectations** (4 pts)	**Meets Expectations** (3 pts)	**Needs Improvement** (2 pts)	**Below Expectations** (1 pts)
Trait 1: *Purpose*	Writer's purpose is clear and document has clear focus.	Writer's purpose is clear for the most part.	Writer often loses focus on the main point of the document.	Main point of the document is unclear and vague.
Trait 2: *Audience*	Clearly defined audience, and in this reader's opinion has addressed that audience expertly.	Audience for the document is clear. This reader thinks that the writer has done a good job addressing audience.	The document's treatment of audience is somewhat confusing.	Writer's treatment of audience appears unprofessional and/or it is not clear who is being addressed
Trait 3: *Organization*	This reader thinks the report has a clear organizational logic. Transitions between ideas are handled well.	Report is organized effectively. Document's organization could be refined/ tightened.	This reader thinks the document must be organized more effectively, as readers will be confused or misled.	Little coherent structure in this document. The document is confusing.
Trait 4: *Evidence*	Writer has made excellent use of research and sources, helping strengthen/build the argument with this material.	Writer made good use of research and sources, citing well. In a few places the document's main point could have been strengthened with additional evidence.	Document would be substantially strengthened with more/better evidence, and/or the evidence presented is formatted in a sloppy, distracting manner.	The document is weak because of a lack of evidence and support, and/or the evidence used is formatted so poorly that it's difficult to tell what is cited.
Trait 5: *Correctness: grammar & writing mechanics*	This reader noticed few errors, if any. The document is clear, and the writer shows considerable mastery of the language.	Some grammatical/ mechanical errors, but those errors did not interfere with the reader's understanding of the document's purpose.	Numerous grammatical/ mechanical errors, and those errors interfered at times with the reader's understanding of the document's purpose.	Many grammatical/ mechanical errors. Difficult to understand, and the reader questioned the writer's professionalism

source: LeBow College of Business Drexel University

End of Report