

## ASSESSMENT REPORT

California State University East Bay  
College of Business and Economics

### Summary

Program	MS in Accountancy (MSA) Program
Learning Goal	4 - Students who graduate will be able to communicate effectively and professionally.
Learning Objective	4A - Build written communication skills to create professional accounting reports.
Rubric	Used to assess student work or artifact. Available at AOL website and end of report.
Assessed Course(s)	ACCT 672 Business Communications and Professional Development II
Assessment Date(s)	Fall 2019
Artifacts Archival	Rubric score sheets saved.
Performance Targets	At least 80% of students will meet expectations on overall rubric score.
Results to Targets	96% of student overall rubric score meet or exceed expectations.

### Assessment Results Table(s)

- The top row lists each trait from the learning objective rubric.
- The first column shows the possible scores given to each student.
- The data inside the table list the number and percentage of students' scoring for each trait.
- The percentage of students scoring below expectations for each trait is highlighted in green.
- The bottom two rows show the percentage of students meeting or exceeding expectations for each trait and the percentage of student overall scores meeting or exceeding expectations (highlighted in yellow).

### Results

	Trait 1: Thesis/ Opening Statement	Trait 2: Organization and Logic	Trait 3: Spelling, Grammar, Writing Errors	Trait 4: Sentence Structure	Trait 5: Purpose
Exceeds Expectation (6-8)	12	10	12	11	13
<i>Percentage</i>	60.0%	50.0%	60.0%	55.0%	65.0%
Meets Expectation (3-5)	8	10	6	7	7
<i>Percentage</i>	40.0%	50.0%	30.0%	35.0%	35.0%
Below Expectation (0-2)	0	0	2	2	0
<i>Percentage</i>	0.0%	0.0%	10.0%	10.0%	0.0%
<i>Total N</i>	20	20	20	20	20
<i>Percentage</i>	100%	100%	100%	100%	100%
Meets or Exceeds by Trait	100.0%	100.0%	90.0%	90.0%	100.0%
Overall Meets or Exceeds	96.0%				

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### Written Communication Rubrics

<b>LO4A: Written Communication</b>				
		<b>Goal 4:</b> Students who graduate will be able to communicate effectively and professionally.		
		<b>Objective 4A:</b> Build written communication skills to create professional accounting reports.		
Traits		(6-8) Exceeds Expectations	(3-5) Meets Expectations	(0-2) Below Expectations
Trait #1	<i>Thesis/ Opening Statement</i>	Hooks reader with clever/insightful opener	Opens with clear statement of purpose	Offers a weak or unfocused statement of purpose
Trait #2	<i>Organization and Logic</i>	Provides clear organization scheme that maintains focus throughout and provides clear, logical conclusion.	Provides organized analysis that generally maintains focus and provides logical conclusion.	Provides weak organization and fails to maintain focus and may not provide logical conclusion.
Trait #3	<i>Spelling, Grammar, Writing Errors</i>	The writing is essentially error-free in terms of spelling and grammar.	The writing follows normal conventions of spelling and grammar throughout, and may contain only minor errors.	Frequent or numerous errors in spelling and grammar distract the reader.
Trait #4	<i>Sentence Structure</i>	Uses good sentence structure throughout, offers varied sentences for good style	Generally uses good sentence structure with minor errors	Generally uses poor or awkward sentence structure.
Trait #5	<i>Purpose</i>	The writer's decision about focus, organization, style, and content fully elucidate the purpose and keep the purpose at the center of the piece	The writer's decisions about focus, organization, style, and content sometimes interfere with the purpose of the writing.	The purpose and focus of the writing are not clear to the reader

End of Report