

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	4B - Build oral communication skills to deliver a well-organized, informative, and persuasive oral presentation within a professional context.
Rubric	Used to assess student work or artifact. Available at AOL website and end of report.
Assessed Course(s)	ACCT 671 Business Communications and Professional Development I
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	100% 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: Organization	Trait 2: Subject Knowledge	Trait 3: Graphics (Visual aid)	Trait 4: Delivery	Trait 5: Time Managemen t
Exceeds Expectation (6-8)	7	10	11	9	11
<i>Percentage</i>	38.9%	55.6%	61.1%	50.0%	61.1%
Meets Expectation (3-5)	11	8	7	9	7
<i>Percentage</i>	61.1%	44.4%	38.9%	50.0%	38.9%
Below Expectation (0-2)	0	0	0	0	0
<i>Percentage</i>	0.0%	0.0%	0.0%	00.0%	0.0%
<i>Total N</i>	18	18	18	18	18
<i>Percentage</i>	100%	100%	100%	100%	100%
Meets or Exceeds by Trait	100.0%	100.0%	100.0%	100.0%	100.0%
Overall Meets or Exceeds	100.0%				

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Oral Communication Rubrics

LO4B: Oral Communication				
Goal 4:		Students who graduate will be able to communicate effectively and professionally.		
Objective 4B:		Build oral communication skills to deliver a well-organized, informative, and persuasive oral presentation within a professional context.		
Traits		(6-8) Exceeds Expectations	(3-5) Meets Expectations	(0-2) Below Expectations
Trait #1	Organization	<ul style="list-style-type: none"> - Clear opening statement that catches audience - Material presented in logical order - Conclusion follows supporting information 	<ul style="list-style-type: none"> - Opening statement is relevant to topic - Generally well organized - Adequate conclusion provided 	<ul style="list-style-type: none"> - Inadequate opening statement - Material not presented in logical order or loses focus - Missing or poor conclusion
Trait #2	Subject Knowledge	Demonstrates a superior understanding of material	Adequately explains material	Does not explain material adequately
Trait #3	Graphics (Visual Aid)	Creative, readable, professional; well planned and integrated in presentation; highly effective	Readable, professional, supports oral communication	Sloppy and/or unprofessional; ineffective
Trait #4	Delivery	<ul style="list-style-type: none"> - Consistently maintains eye contact with little use of notes - Clear and audible - Always grammatically correct - Professional demeanor 	<ul style="list-style-type: none"> - Maintains eye contact most of the time - Clear and audible - Generally grammatically correct - Professional demeanor 	<ul style="list-style-type: none"> - Fails to maintain eye contact - Continually reads from notes - Unprofessional demeanor - Inappropriate word use
Trait #5	Time Management	Managed time effectively	Managed time adequately	Poor time management

End of Report