

# ASSURANCE OF LEARNING

## Assessment Report

**Program:** MBA      **Term:** Fall 2018 (Hayward only)

<b>Learning Objective</b>	<b>2C:</b> Students who graduate will apply advanced oral communication skills.
<b>Mapped Course</b>	<b>BUS 693:</b> Seminar in Strategic Management
<b>Curriculum Alignment</b>	Courses mapped as introducing LO2C: BUS 601 Courses mapped as developing LO2C: BUS 602, 603, 604, 607, 608 Courses mapped as mastering LO2C: <b>BUS 693</b>
<b># of Participating Faculty</b>	1
<b>Methods &amp; Procedures</b>	Faculty watched student presentations and assessed students using provided rubric.
<b>Assessment Tool</b>	CBE modified rubric using external sources (see end of report for rubric)
<b>Performance Targets</b>	75% of students will meet expectations. Less than 10% of students will score “1” (below) on any “trait” in the rubric.

### Data Analysis Summary

There are two targets set for this learning objective, (1) 75% 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, 100% of students met expectations on the learning objective. A total of 15 graduate students were assessed.

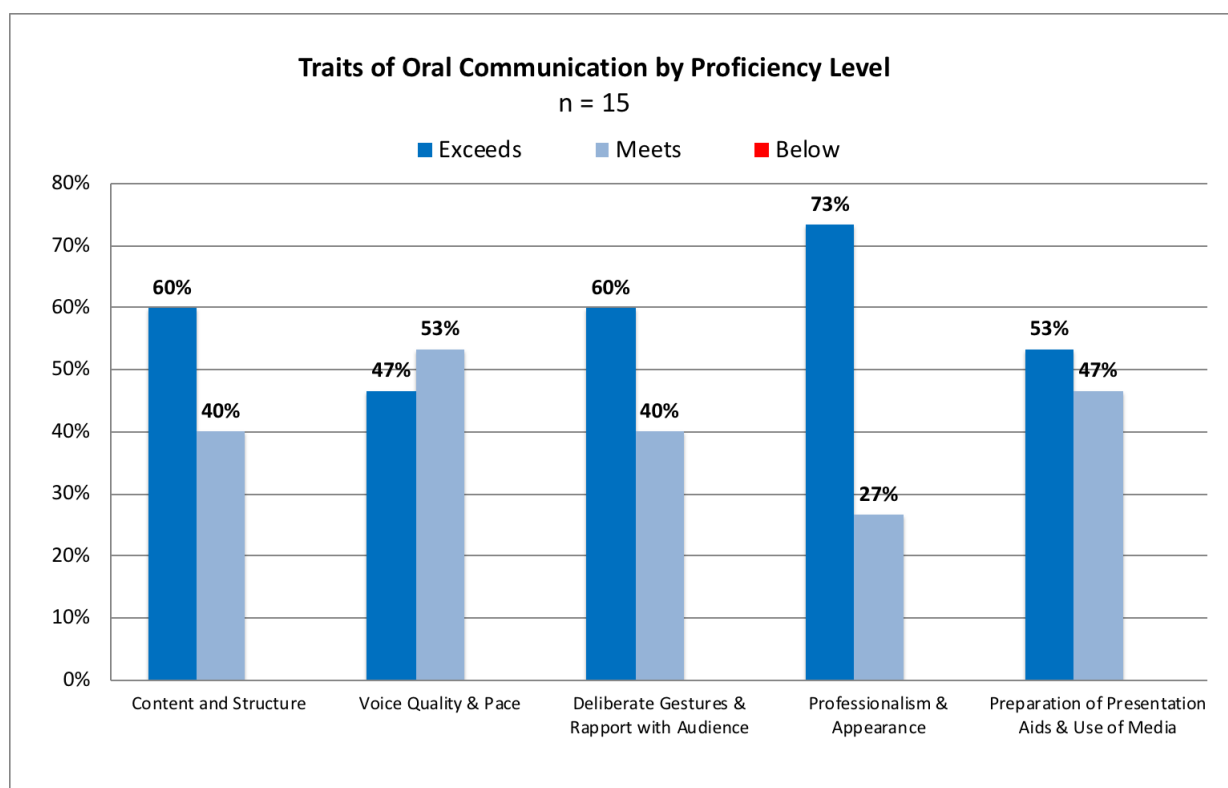
n = 15	Content and Structure	Voice Quality & Pace	Deliberate Gestures & Rapport with Audience	Professionalism & Appearance	Preparation of Presentation Aids & Use of Media
Meets Expectations	100%	100%	100%	100%	100%
Does Not Meet Expectations	0%	0%	0%	0%	0%
<b>Total</b>	100%	100%	100%	100%	100%
<b>Overall Score</b>	100%				

## Assessment Scores by Individual Traits.

Regarding the second performance target that less than 10% of students will score “1” (below expectation) on any “trait” in the rubric, scores show students met this performance target. No students scored below expectation on any of the five assessed traits.

## Detailed Assessment Scores by Individual Traits

By Individual Traits	Content and Structure	Voice Quality & Pace	Deliberate Gestures & Rapport with Audience	Professionalism & Appearance	Preparation of Presentation Aids & Use of Media
Exceeds	60%	47%	60%	73%	53%
Meets	40%	53%	40%	27%	47%
Below	0%	0%	0%	0%	0%



*\*Percentages may not add to 100% due to rounding.*

## Next Steps

- Share report with faculty
- Share report with administrators
- Program Committee to call for review meeting

- Conduct Closing the Loop meeting
- Complete Closing the Loop Handout
- Share Closing the Loop Handout with Curriculum Committee
- Approval by Curriculum Committee
- Share Closing the Loop Handout with Dean's Office'
- Approval by Dean's Office
- Share Closing the Loop Handout with Faculty
- Publish results and findings
- Publish meeting minutes
- Implement Actions
- Track Actions

## Rubric

LO2C: Oral Communications			
Traits	Exceeds Expectations (6-8 pts)	Meets Expectations (3-5 pts)	Below Expectations (0-2 pts)
<b>Trait 1: Content and Structure</b>	Clear opening and closing statements. Catches audience's interest provides overview/conclusion. Follows logical sequence, stays focused, good explanations. Effective time management and strong transitions. Strong mental takes away for audience.	Offers some type of opening and closing statements. Follows logical sequence but structure could be better. May need more elaboration on one or more points. Adequate time management, but could be stronger.	No opening and/or closing statements or irrelevant opening/closing statements. Loses focus more than once. Does not manage time effectively. No logical sequence of information. Mechanistic.
<b>Trait 2: Voice Quality &amp; Pace</b>	Enthusiastic and engaging. Speaks clearly and loudly enough at a comfortable pace. Exudes confidence and interest. No grammatical or pronunciation errors. Presentation appears conversational, extemporaneous, and natural.	Easily understood. Speaks loud enough to be heard and at appropriate pace. Some awkward pauses or halting delivery but mostly clear and natural. Could display greater enthusiasm, seem more genuinely interested in own presentation.	Mumbles, mispronounces words, grammatical errors, "umms". Difficult to understand. Speaks too quietly or too loudly. Speaks too fast or too slow. Loses train of thought, tentative. Lacks enthusiasm.
<b>Trait 3: Deliberate Gestures &amp; Rapport with Audience</b>	Body language used effectively to maintain audience's interest. Body language reflects presenter's reaction to, and empathy with, the audience. Gestures match verbal content, are comfortable and relaxed, seem spontaneous.	No significantly distracting mannerisms. Acceptable posture. Body language mostly demonstrates comfort in interacting with audience but occasional instances of discomfort may be communicated. Seems natural for the most part.	Demonstrates distracting mannerisms which may include bad posture, shifting feet, too much or too little hand movement. Body language reveals reluctance to interact with audience. Seems fearful/very nervous.
<b>Trait 4: Professionalism &amp; Appearance</b>	Dressed appropriately. Appearance engenders respect and credibility. Treats audience professionally. Speaker appears confident and has good command of the topic.	Meets minimum standards for business dress and appearance. Generally treats audience professionally, acceptable word choice (no slang). May seem to lack confidence at times. Reasonably credible.	Does not meet minimum requirements for business dress. Makes excuses for aspects of the presentation. Inappropriate word choice for audience. Inappropriately informal.
<b>Trait 5: Preparation of Presentation Aids &amp; Use of Media</b>	Genuinely connects with audience. Maintains eye contact throughout. Visuals (slides, etc.) effortlessly enhance speech.	Tries to maintain eye contact most of the time but instances may be fleeting in length. Scans the room. Some reliance on notes or slides.	Does not connect with audience. Little to no eye contact. Reads. Relies heavily on slides and/or notes. Attempts to cover too many slides or lingers too long on too few slides.

End of Report