

ASSESSMENT REPORT

California State University East Bay
College of Business and Economics

Summary

Program	Program in College of Business and Economics
Learning Goal	LG 2: Students who graduate will have leadership, team-building, and advanced communication skills in diverse and cross-cultural managerial environments.
Learning Objective	LO 2C: Students who graduate will apply advanced oral communication skills.
Rubric	Used to assess student work or artifact. Available at AOL website and end of report.
Assessed Course(s)	MGMT 693
Assessment Date(s)	Summer 2020
Artifacts Archival	Rubric score sheets saved.
Performance Targets	At least 70% of students will meet expectations on overall rubric score.
Results to Targets	93% 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: <i>Content and Structure</i>	Trait 2: <i>Voice Quality & Pace</i>	Trait 3: <i>Deliberate Gestures & Rapport with Audience</i>	Trait 4: <i>Professionalism & Appearance</i>	Trait 5: <i>Preparation of Presentation Aids & Use of Media</i>
Exceeds Expectation (6-8)	5	4	17	6	0
Percentage	19%	15%	65%	21%	%
Meets Expectation (3-5)	18	18	9	20	26
Percentage	69%	69%	35%	77%	100%
Below Expectation (0-2)	3	4	0	2	0
Percentage	12%	15%	0%	7%	0%
Total Number of Students	26	26	26	26	26
Meets or Exceeds by Trait	88%	85%	100%	93%	100%
Overall Meets or Exceeds	93%				

Rubric

LO2C: Oral Communications			
Traits	Exceeds Expectations (6-8 pts)	Meets Expectations (3-5 pts)	Below Expectations (0-2 pts)
Trait 1: Content and Structure	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.
Trait 2: Voice Quality & Pace	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.
Trait 3: Deliberate Gestures & Rapport with Audience	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.
Trait 4: Professionalism & Appearance	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.
Trait 5: Preparation of Presentation Aids & Use of Media	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.

Source: SFSU MBA Program; Modified by CBE Faculty

End of Report