

Measurement and Analysis of Student Learning and Performance --

Effective Communication Program Learning Goal

Measurable Goal – What is your goal?

Effective Communication

Communicate effectively in a wide variety of business settings employing multiple communication media and exhibit professional behavior. (University Goal #3 – Communication)

Students will:

- (1) use standard English which is mechanically and grammatically correct
- (2) compose communication that reflects understanding appropriate terminology and business concepts
- (3) produce documents in appropriate format
- (4) reflect understanding of audience and situational analysis
- (5) compose communication that differentiates the writer's voice from primary and secondary sources (no plagiarism)
- (6) exhibit professional behavior and attitude

Initially assessed in BGEN 205 and master level assessed in BGEN 465.

What is your measurement instrument or process? – Do not use grades. Indicate type of instrument (direct, formative, internal, comparative)

Business Research Report

Direct, Formative, Internal

Students were to conduct thorough research on a business problem/opportunity and write a 5-7 page business research report using APA formatting.

Master-Level assessment in the capstone course is Direct, Summative, Internal

Students present their findings from the company analysis research report

Analysis of Results – Effective Communication

Current Results – What are your current results?

A goal was set for 80% of students to achieve 70% or above. Data was collected from 3 BGEN 205 courses and the benchmark was not fully achieved in any of the individual objectives.

The benchmark was exceeded in MGT 465 indicating growth/improvement in student learning in the learning objectives .

Analysis of Results – What did you learn from the results?

All of the students in this class gained a great deal of understanding of what is involved in conducting a formal research report. However, understanding what is involved and actually conducting and presenting research proved to be somewhat unsatisfactory. We found that students either did well on the assignment and achieving the learning objectives or did poorly, with few students performing at the minimum requirements. Student struggled with paraphrasing and applying APA research formatting.

In MGT 465 all presentations were excellent and thorough.

Action Taken or Improvement Made – What did you improve or what is your next step?

- Working with the other BGEN 205 instructors, we are going to identify additional benchmarks for the students to meet so that we can make certain that the students are continually working on the research report -- to provide scaffolding assignments to help the progress of conducting research and completing the assignment. This will also allow us to identify areas of content that need reinforced so that we can ensure the students understanding.
- For 25-26, we are incorporating Peregrine's Write and Cite module into the research module for more practical application of APA research formatting.
- Continuation of assessment in MGT 465 at the current level.