Effective Written Communications – Data collected for the 2017-2018 semesters in the 200-level Business Communication course confirms the curriculum change implemented in the 2016-2017 year to satisfy the general education requirement as well as the business core requirement. This course includes more in-depth coverage including research report writing in APA format. In addition, data reveals that students need more instruction and practice in paraphrasing and understanding the consequences of plagiarized work. As other courses in the degree program are requiring written assignments that must meet similar objectives as specified in this learning goal, we feel that data collected in the upper-level course should reflect a better understanding of and application of research writing principles.

In Spring 2016, the faculty developed a plagiarism workshop to strengthen students' knowledge and understanding of the use and practice of proper citations and paraphrasing. Each student admitted to the business program was enrolled in the workshop.

Effective Written Communication Statistics. AY 2017-2018
200-level embedded course activity

	Distribution of Scores: Learning Objectives and Total Score N=73		
Learning Objective	Unacceptable (0-59%)	Acceptable (60-89%)	Excellent (90-100%)
1	7	32	34
2	12	26	35
3	9	23	41
4	9	24	40
5	8	21	44
By Student Mean for Learning Objectives	9	25.2	38.8

Effective Written Communication Statistics. AY 2016-2017
200-level embedded course activity

	Distribution of Scores: Learning Objectives and Total Score N=56		
Learning Objective	Unacceptable (0-59%)	Acceptable (60-89%)	Excellent (90-100%)
1	6	27	23
2	11	18	27
3	6	26	24
4	5	13	38
5	11	17	28
By Student Mean for			

Learning Objectives	6.5	20.2	28

Effective Written Communication Statistics. AY 2015-2016
200-level embedded course activity

	Distribution of Scores: Learning Objectives and Total Score N=30		
Learning Objective	**Unacceptable (0-59%)**	**Acceptable (60-89%)**	**Excellent (90-100%)**
1	0	4	26
2	2	12	16
3	5	10	15
4	3	15	12
5	12	3	15
By Student Mean for Learning Objectives	4.4	8.8	16.8

Feedback Loop:
- Current data indicate that over 80% of students are performing at the acceptable or excellent levels for this learning goal.
- Instruction will continue to focus on the techniques for more effective writing, with continued emphasis on report writing, using APA report format, proper citation of sources, and improving paraphrasing of sources.
- Data from the 2015-2016 academic year was received from adjunct faculty. Starting in the 2016-2017 year, only full time faculty will be teaching the Business Communications Course as it is now a general education course requirement.
- There is still a concern that grammar usage is not fully developed, especially with our international students.

Follow-up Plan:
- A second measure will be implemented as the student progresses throughout the program during the International Business Course and/or Strategic Management, both of which are upper level core courses.
- Starting Fall 2018, this Assurance of Learning Goal will be revised as Effective Communication and the rubric will be updated. To be an effective communicator it is more than just a verbal component.
- Although students are performing at or above the acceptable range for the learning goal, faculty are working toward additional benchmarks to incorporate through the year to assist students in developing their writing skills.
- Attention will be given to in class writing assignments.