

ASSURANCE OF LEARNING
COMPLETING THE PROCESS

It is important to know if our students are reaching the highest possible level of understanding of course and program learning objectives. To reach that goal, we assess the level of understanding of those objectives, and in those cases where that understanding is not adequate, plan to improve the next outcome. This form will help to assess the data collected, attempt to interpret it and plan effective changes in course delivery or structure in future semesters. Please complete this form for each core course in order for us to internally document this process and provide a guide for similar problems in the future.

Program: BBA

Program learning goal/objective assessed: Oral Communication

Core Course # and title: MGT331

**Goal Assessment Team (GAT) Chair and Members: Brad Koch
Paul Hillman
Suzanne Crampton
Kyle Brink
Ana Gonzalez**

(1) Briefly list the measures used to assess student learning (for example: case studies, exams etc.)

Video recordings of student presentations.

(2) Based on the assessment results what conclusions do you draw?

The communication aids and nonverbal characteristic were below expectations.

(3) Are there any contextual factors affecting these results? (For example: student class standing, faculty experience teaching the course, course format [hybrid/flipped, online], class size, diversity of majors, etc.)

This was the first time that the instructor used video recordings of student presentations.

(4) Based on the results, describe any changes you anticipate making in teaching the course to improve the student learning.

Have students submit a one-minute recording and have the instructor give feedback to set higher expectations and then have students create a 12-minute video.

(5) Based on the results, describe any changes you anticipate making in assessing the course.

A new rubric has been created that provides a more detailed description of expectations for the presentations.

(6) Based on the results, describe the curricular or programmatic changes you will make to improve student attainment of the selected goal/objective.

No program changes are needed.

(7) Based on your recommendations for improvement, please describe

- The expected timeline for each of the recommended actions
- Any potential barriers you anticipate in implementing the recommended actions

The changes described above has already been implemented.

(8) To what extent did the department/unit as a whole (or a subgroup) engage in this assessment process?

The subgroup presented their recommendations at a department meeting where their changes were approved.

(9) What else can the Assessment Committee do to help you meaningfully assess student learning?

Nothing

The Unit Heads of Management, Marketing, Finance, Economics and the Director of School of Accounting will be responsible for overseeing changes recommended by GATs for the assessment of learning goals housed in their units. They will also be required to follow up with documented evidence of the changes implemented.