

Undergraduate Program – Continuous Improvement Actions

Learning Goal	Learning Objective	T1 Data Collection	T2 Data Collection
<p>Goal 1: College of Business Student Learning Outcome 1: Our students will be effective professional communicators.</p>	<p>SPOKEN: Students will demonstrate proficiency in oral communications by delivering clear and well-structured business presentations.</p>	<p>When Assessed: Fall 2013 Where Assessed: MGT 303 (formerly BA 303); Two sections (F2F & online) How Assessed: Rubric Results: At least 75% of students in both online and live taught courses met or exceeded expectations. Although the standard was met, results showed a difference in elocution skills between online and live taught, with 21% needing improvement in live taught courses, compared to 9% needing improvement online. Continuous Improvement Actions: 1. It was determined that both online and F2F students should use the same technology to maintain consistency.</p>	<p>When Assessed: Spring 2016 Where Assessed: MGT 303 Two sections (F2F & online) Action Taken: Both online and F2F students are required to use the same technology for uploading video presentations. How Assessed: Rubric Results: Criteria 1 (Content) – Standard (70%) met by 94.4%. (F2F: 96.3%; Online 92.3%) Criteria 2 (Behavior) – Standard (70%) met by 94.4% Criteria 3 (Presentation) – Standard (70%) met by 98% The individual oral presentations were saved into eCollege and were assessed by faculty, using the specified rubric. Continuous Improvement Actions: Location, sound, and lighting of presentations must be uniform and simulate business environment conditions. Presentations must be linked to presentation material (slides should coincide with presentation). New rubrics were applied, but more stringent evaluation based on more clear criteria must be applied.</p>