

**Undergraduate Program – Continuous Improvement Actions**

Learning Goal	Learning Objective	T2 Data Collection	T3 Data Collection
<p>Goal 1: College of Business Student Learning Outcome 1:  Our students will be effective professional communicators.</p>	<p><b>SPOKEN:</b>  Students will demonstrate proficiency in oral communications by delivering clear and well-structured business presentations.</p>	<p><b>When Assessed:</b> Spring 2016</p> <p><b>Where Assessed:</b> MGT 303 Two sections (F2F &amp; online)</p> <p><b>Action Taken:</b> Both online and F2F students are required to use the same technology for uploading video presentations.</p> <p><b>How Assessed:</b> Rubric</p> <p><b>Results:</b> Criteria 1 (Content) – Standard (70%) met by 94.4%. (F2F: 96.3%; Online 92.3%)</p> <p>Criteria 2 (Behavior) – Standard (70%) met by 94.4%</p> <p>Criteria 3 (Presentation) – Standard (70%) met by 98%</p> <p>The individual oral presentations were saved into eCollege and were assessed by faculty, using the specified rubric.</p> <p><b>Continuous Improvement Actions:</b> Location, sound, and lighting of presentations must be uniform and simulate business environment conditions.</p> <p>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>	<p><b>When Assessed:</b> Fall 2016</p> <p><b>Where Assessed:</b> MGT 303 One section (online)</p> <p><b>Action Taken:</b> All sections of MGT 303 incorporated the recommended changes. Assessed one section (N= 41, 22% of total enrollment) to track whether recommended changes were working. Results in all sections were archived for later evaluation.</p> <p><b>Results:</b> Criteria 1 (Content) – Standard (80%) met by 95%</p> <p>Criteria 2 (Behavior) – Standard (80%) met by 80.5%.</p> <p>Criteria 3 (Presentation) – Standard (80%) met by 98%</p> <p>For Criteria 2, the factor dealing with appropriate dress scored lowest, with nearly 20% of students failing to meet expectations.</p> <p><b>Continuous Improvement Actions:</b> Based on recommendations from 2015-2016, a task force has revised the curriculum for MGT 303 with phased implementation beginning in Fall 2107. It is expected that business dress (in oral presentations) and business</p>

			<p>context (in writing assignments) will be addressed in the new curriculum, starting in Fall 2017. We also plan to create a college-wide set of standards to encourage faculty in all courses to follow a similar format. Finally, the College of Business Career Services web page will add resources on this topic.</p>
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