

Graduate Program – Continuous Improvement Actions

Learning Goal	Learning Objective	T2 Data Collection	T3 Data Collection
<p>Goal 1: Competent Business Communication skills: Our graduates will be competent business communicators.</p>	<p><u>Oral</u>: Students will demonstrate proficiency in oral communications by delivering clear and well-structured business presentations.</p>	<p>When Assessed: Spring 2015</p>	<p>When Assessed: Fall 2016</p>
		<p>Where Assessed: BA 595; Two sections (F2F & online)</p>	<p>Where Assessed: BA 595 Two sections (F2F & online)</p>
		<p>How Assessed: Rubric</p>	<p>How Assessed: Rubric</p>
		<p>Actions Taken:</p> <ol style="list-style-type: none"> 1. Student and instructor video examples were shared with online students. 2. F2F students were required to provide peer review evaluations on oral presentations throughout the semester. 	<p>Actions Taken:</p> <ol style="list-style-type: none"> 1. Revisions were made to the common goals & rubrics to align with the COB's mission and be consistent with the recommendations made by AACSB consultant, Dr. Karen Tarnoff. 2. Minimum standard increased to 90%. 3. A member of the L&T Committee met with the course owner/Dept Head to discuss curriculum changes relating to oral communication as a student learning objective. 4. Students were asked to perform individual and group presentations to raise students' comfort levels when presenting. They also received feedback from group

			<p>members on coordinating and polishing presentation aspects.</p> <p>5. Peer grading was introduced to incentivize students to work closely with one another on providing quality contributions to the presentations.</p>
		<p>Results: Standard of 80% met on all criteria (organization, subject knowledge, graphics, eye contact & appearance, elocution).</p>	<p>Results: The standard of 90% was met on the following criteria: content, organization, supportive evidence and appropriate writing style. Grammatical correctness and proper of citation of references were both at 81% and therefore did not meet the standard.</p>
		<p>Continuous Improvement Actions:</p> <ol style="list-style-type: none"> 1. Faculty assessors noted that online students benefitted from learning video recording technology. 2. It was recommended that F2F students create at least one video throughout the semester. 	<p>Continuous Improvement Actions:</p> <ol style="list-style-type: none"> 1. In order enhance students' presentation skills, they should be asked to conduct individual and group presentations. 2. It was recommended that peer evaluation should be integrated in the class requirements.