

Assurance of Learning
Learning Goals and Objectives Assessment Summary Report
July 1, 2016
SPRING 2016
DRAFT

Program/Course: Bachelor of Science in Business Administration/Strategic Management MGMT.4900				
Assessment Leader: Frank Andrews Assessment Leader email: frank_andrews@uml.edu Assessment Leader Campus Phone #: 978.934.2816				
Learning Goal(s) Assessed: Learning Goal 1: Oral Communication Skills (see rubric below P.3)				
Learning Objective(s) Assessed in this Report: Learning Goal 1				
Date of previous assessment(s) of this Learning Objective: Spring 2014				
Date of this Assessment: Spring 2016				
Assessment Method: Four external scorers evaluated a sample of 33 student presentations in three different sections of Strategic Management, MGMT.4900. The total number of graduating seniors was 261. The 33 represented a sample of 12.6%				
Total Population Size and Sample:				
Names and Position of Assessors: Paula Haines, Director of Assessment for UML; Sharyn Hardy, Adjunct Instructor, Steve Noneman, and Mary Barrett, Associate Director, Division of Online and Continuing Ed (DOCE)				
Measurement System Analysis: External scorers used the rubric on page two to score the student work.				
Internal Performance Benchmark: Using a scale of; Needs Improvement (0 - 1), Acceptable (2 - 3), or Exemplary (4 - 5) the Undergraduate Programs Committee (UPC) of the Manning School of Business has set as a standard of acceptance that 75% of all of our students will perform at a level of "Acceptable" or higher.				
Summary of Results Against Internal Performance Benchmarks: The findings of the four external scorers are somewhat troubling when you consider all the students were all seniors in the capstone course, Strategic Management. Content (C) Organization (O) Eye Contact (EC) Delivery (D)				
	C	O	EC	D
AVERAGES	3.9545	3.9830	3.5057	3.7273
VARIANCE	0.5570	0.4387	1.3339	1.0183
SAP	3.7500	3.7500	3.7500	3.7500
SAP = Standard of Acceptance				
Date of Review of Results by Program or Major: The UPC of the Manning School of Business will evaluate the results in September of 2016.				
Scheduled next assessment of this/these Learning Objective(s): Spring 2017 See planned assessment schedule through 2018 on page 3				
Date of review by Responsible Associate Dean(s): July 2016				
Brief Self-Assessment of Process Used Strengths: TBD Opportunities for Improvement: TBD				
Summary thoughts of scorers: AOL & UPC RECOMMENDATIONS: TBD				

Oral Communications

Goal: Our students will have *work ready* oral communication skills.

Objective: Students will be able to select content for, organize and deliver an effective oral communication.

TRAITS	Needs Improvement 0 - 1	Acceptable 2 - 3	Exemplary 4 - 5	Average Score
CONTENT	Presenter did not provide enough relevant information to the audience in the presentation.	Presenter did a satisfactory job of presenting relevant information to the audience in the presentation.	Presenter did an excellent job laying out the facts to be discussed and addressing them all in a professional manner.	3.9545
ORGANIZATION	Presenter does not follow logical/appropriate sequence (e.g., jumps around in presentation) in presenting information, with little or no elaboration.	Presenter follows logical sequence, but fails to elaborate sufficiently.	Presenter follows logical sequence and provides sufficient explanations/elaboration.	3.9830
EYE CONTACT	Presenter reads most of report; makes very little, if any, eye contact with audience.	Presenter maintains eye contact with audience some of the time, but frequently returns to notes.	Presenter seldom returns to notes, maintaining eye contact with audience throughout the presentation.	3.5057
DELIVERY	Presenter does not speak clearly and/or cannot be heard in the back of the room. Presenter makes several major grammatical errors, and mispronounces some terms.	Presenter sometimes speaks clearly and/or loud enough to be heard in the back of the room, makes some grammatical errors, and pronounces some terms incorrectly.	Presenter speaks clearly and/or loud enough to be heard in the back of the room, makes no grammatical errors, and pronounces all terms correctly and precisely.	3.7273

Planned Assessment Schedule through Fall 2018

June 29, 2016

	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
BSBA	<p>Survey Monkey Assessment Instrument: <u>Team Membership</u>/evaluated by students <u>Global Awareness</u> <u>Ethics</u> <u>Analytical Skills</u></p> <p>COMPLETED</p> <p><u>Communication Skills</u>/evaluated by external reviewers</p> <ul style="list-style-type: none"> • <i>Written</i> <p>COMPLETED</p>	<p>Survey Monkey Assessment Instrument: <u>Team Membership</u></p> <p>COMPLETED</p> <p><u>Ethical Awareness</u> <u>Global Awareness</u> <u>Analytical Skills</u></p> <p>COMPLETED</p>	<p>Survey Monkey Assessment Instrument: <u>Global Awareness</u> <u>Analytical Skills</u> <u>Ethical Awareness</u></p> <p>COMPLETED</p> <p><u>Communication Skills</u>/evaluated by external reviewers</p> <ul style="list-style-type: none"> • <i>Oral</i> <p>COMPLETED</p>	<p>Survey Monkey Assessment Instrument: <u>Team Membership</u>/evaluated by students <u>Global Awareness</u> <u>Analytical Skills</u> <u>Communication Skills</u></p> <ul style="list-style-type: none"> • <i>Written</i> 	<p>Survey Monkey Assessment Instrument: <u>Team Membership</u>/evaluated by students <u>Global Awareness</u> <u>Ethics</u> <u>Analytical Skills</u></p> <p><u>Communication Skills</u>/evaluated by external reviewers</p> <ul style="list-style-type: none"> • <i>Oral</i>