

Course Student Learning Outcomes Assessment

BUS 222 Business Writing

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General Information (Course Student Learning Outcomes Assessment)

Standing Requirements

📖 Course Description

Overview of oral and written communication skills used in business; emphasizes guidelines for improving writing and speaking skills common solutions to common communication problems ethical issues facing business communicators today instructions on how to identify areas of legal vulnerability and tested techniques for communicating successfully in today's high-tech international business environment.

📖 Course Student Learning Outcomes

BUS 222 Business Writing Outcome Set

Outcome	
Outcome	Mapping
Outcome 1 Students will develop skills in planning, writing, speaking, and listening techniques essential to effective business communication.	Institutional Student Learning Outcomes: Act 1, Act 2, Act 3, Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3
Outcome 2 Students will learn to write memos, letters, and reports covering typical business situations.	Institutional Student Learning Outcomes: Act 1, Act 2, Act 3, Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3
Outcome 3 Students will be able work effectively in teams to present an effective business presentation and report.	Institutional Student Learning Outcomes: Act 1, Act 2, Act 3, Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3

2014-2015 Assessment Cycle

Measurements

Outcomes and Measures

BUS 222 Business Writing Outcome Set

Outcome

Outcome 1

Students will develop skills in planning, writing, speaking, and listening techniques essential to effective business communication.

▼ **Measure: SLO #1**
Course level; Direct - Exam

Description of Measurement Tool: Exam, consisting of 30 M/C questions and three essays.

Criteria for Success: Individual & Collective Student Criterion: The criterion for successfully meeting the SLO is that 70% of students score 70% or better on the assignment(s).

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Instructor

Outcome 2

Students will learn to write memos, letters, and reports covering typical business situations.

▼ **Measure: SLO #2**
Course level; Direct - Student Artifact

Description of Measurement Tool: Four in-class writing assignments.

Criteria for Success: Individual & Collective Student Criterion: The criterion for successfully meeting the SLO is that 70% of students score 70% or better on the assignment(s).

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Instructor

Outcome 3

Students will be able work effectively in teams to present an effective business presentation and report.

▼ **Measure: SLO #3**
Course level; Direct - Other

Description of Measurement Tool: All sections: group project, consisting of a research paper and presentation.
The criterion for successfully meeting the SLO is that 70% of students score 70% or better on the assignment(s).

Criteria for Success: Individual & Collective Student Criterion: The criterion for successfully meeting the SLO is that 70% of students score 70% or better on the assignment(s).

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Instructor

Findings

Finding per Measure

BUS 222 Business Writing Outcome Set

Outcome

Outcome 1

Students will develop skills in planning, writing, speaking, and listening techniques essential to effective business communication.

▼ **Measure: SLO #1**
Course level; Direct - Exam

Description of Measurement Tool: Exam, consisting of 30 M/C questions and three essays.

Criteria for Success: Individual & Collective Student Criterion: The criterion for successfully meeting the SLO is that 70% of students score 70% or better on the assignment(s).

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Instructor

Findings for SLO #1

Summary of Findings: A total of 74 students were surveyed.

Of the 74 students surveyed, 96.8% of the students (73) correctly completed the assessment with a grade of 70% or better. With 96.8% of the students meeting this SLO, we consider it successfully met.

Results: Criteria for Success Achievement Status: Met

Analysis of Findings: With over 95% of our students successfully completing the work, students are developing skills in planning, writing, speaking, and listening techniques essential to effective business communication.

Recommendations: Faculty are encouraged to continue to seek ways to improve instruction and assessment, no major correction recommended.
The faculty are encouraged to review the questions related to the SLO to ensure that it is the most appropriate method for assessing the SLO

Outcome 2

Students will learn to write memos, letters, and reports covering typical business situations.

▼ **Measure: SLO #2**
Course level; Direct - Student Artifact

Description of Measurement Tool: Four in-class writing assignments.

Criteria for Success: Individual & Collective Student Criterion: The criterion for successfully meeting the SLO is that 70% of students score 70% or better on the assignment(s).

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Instructor

Findings for SLO #2

Summary of Findings: A total of 74 students were surveyed.

Of the 74 students surveyed, 100% of the students (74) correctly completed the assessment with a grade of 70% or better. With 100% of the students meeting this SLO, we consider it successfully met.

Results: Criteria for Success Achievement Status: Met

Analysis of Findings: With 100% of our students successfully completing the work, we are confident that our students are able to write memos, letters, and reports covering typical business situations.

Recommendations: Faculty are encouraged to continue to seek ways to improve instruction and assessment, no major correction recommended.
The faculty are encouraged to review the questions related to the SLO to ensure that it is the most appropriate method for assessing the SLO

Outcome 3

Students will be able work effectively in teams to present an effective business presentation and report.

▼ **Measure: SLO #3**
Course level; Direct - Other

Description of Measurement Tool: All sections: group project, consisting of a research paper and presentation.
The criterion for successfully meeting the SLO is that 70% of students score 70% or better on the assignment(s).

Criteria for Success: Individual & Collective Student Criterion: The criterion for successfully meeting the SLO is that 70% of students score 70% or better on the assignment(s).

Cycle of Assessment: Fall 2014

Who is Responsible for Assessment Activity?: Instructor

Findings for SLO #3

Summary of Findings: A total of 74 students were surveyed.

Of the 74 students surveyed, 100% of the students (74) correctly completed the assessment with a grade of 70% or better. With 100% of the students meeting this SLO, we consider it successfully met.

Results: Criteria for Success Achievement Status: Met

Analysis of Findings: With 100% of our students successfully completing the work, we are confident that our students are able to work effectively in teams to present an effective business presentation and report.

Recommendations: Faculty are encouraged to continue to seek ways to improve instruction and assessment, no major correction recommended.
The faculty are encouraged to review the questions related to the SLO to ensure that it is the most appropriate method for assessing the SLO

Overall Recommendations

No text specified

 **Plans of Action**

Actions

BUS 222 Business Writing Outcome Set

Outcome

Outcome 1 *No actions specified*

Students will develop skills in planning, writing, speaking, and listening techniques essential to effective business communication.

Outcome 2 *No actions specified*

Students will learn to write memos, letters, and reports covering typical business situations.

Outcome 3 *No actions specified*

Students will be able work effectively in teams to present an effective business presentation and report.

Status Reports

Action Statuses

BUS 222 Business Writing Outcome Set

Outcome

Outcome 1 *No actions specified*

Students will develop skills in planning, writing, speaking, and listening techniques essential to effective business communication.

Outcome 2 *No actions specified*

Students will learn to write memos, letters, and reports covering typical business situations.

Outcome 3 *No actions specified*

Students will be able work effectively in teams to present an effective business presentation and report.

Status Summary

No text specified

Summary of Next Steps

No text specified

2013-2014 Assessment Cycle

 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**

2012-2013 Assessment Cycle

 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**