

CBE AOL Closing the Loop Form

Program: BS Business Administration Date: August 28, 2020

Learning Goal: LG 3: Students who graduate will be effective communicators in a diverse and global environment.

Learning Objective: LO 3A: Students who graduate will apply effective oral communication skills in a diverse and global environment.

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Closing-the-Loop

1. Review Learning Objective (LO) assessment data in the current Assessment Report.
2. Review previous LO assessment data and improvement actions taken since then in the AOL Summary Report.
3. Document below the effectiveness of past improvement actions in improving student learning or the AOL
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BUS 335 was created to improve student oral communications. Assessment results do not indicate robust the data we currently collect are. In order to have greater confidence in our evaluation of past actions, we propose some changes designed to improve data quality.

4. Document below your evaluation of current LO assessment data compared to the benchmark and the need for new improvement actions. Consider not just the overall average LO score but also score on individual traits shown in the Assessment Report and derived from the LO rubric.

Current assessment results show that, overall, just under 70% of students meet or exceed expectations for on-ground and online formats combined. The slight shortfall from the 70% target is largely due to 65% of students not meeting expectations in the area of language. There is also a noticeable discrepancy between the formats: online scores significantly exceed on-ground scores. We feel that the language trait presently does not capture well what we want students to achieve (clarity rather than sophistication of speech). Issues of data quality and relevance of the definition of achievement under the language trait need to be addressed.

