

# MBA AY 2015-2016 Assessment

## *Phase 1: Assessment Plan*

### Learning Outcome assessed:

#### **MBA Learning Outcome 5: Leadership and Communication Skills**

Students will possess effective leadership and communication skills & strategies.

### Assessment Method:

Evaluations of Final Project Presentation

### Targeted performance, based on rubrics:

80% meet expectations

### Evaluation Process:

Students delivered a final presentation and were scored on against 4 pt rubrics for content and delivery. The groups were scored together on their content, and as individuals for their delivery.

### Rubric:

2 rubrics were applied to this evaluation. See addendum (p6-7) for details.

### Course where learning outcome was assessed:

MBA 6013 Strategic Management in the Global Environment, section 1

### Evaluator(s):

Stephen Morris

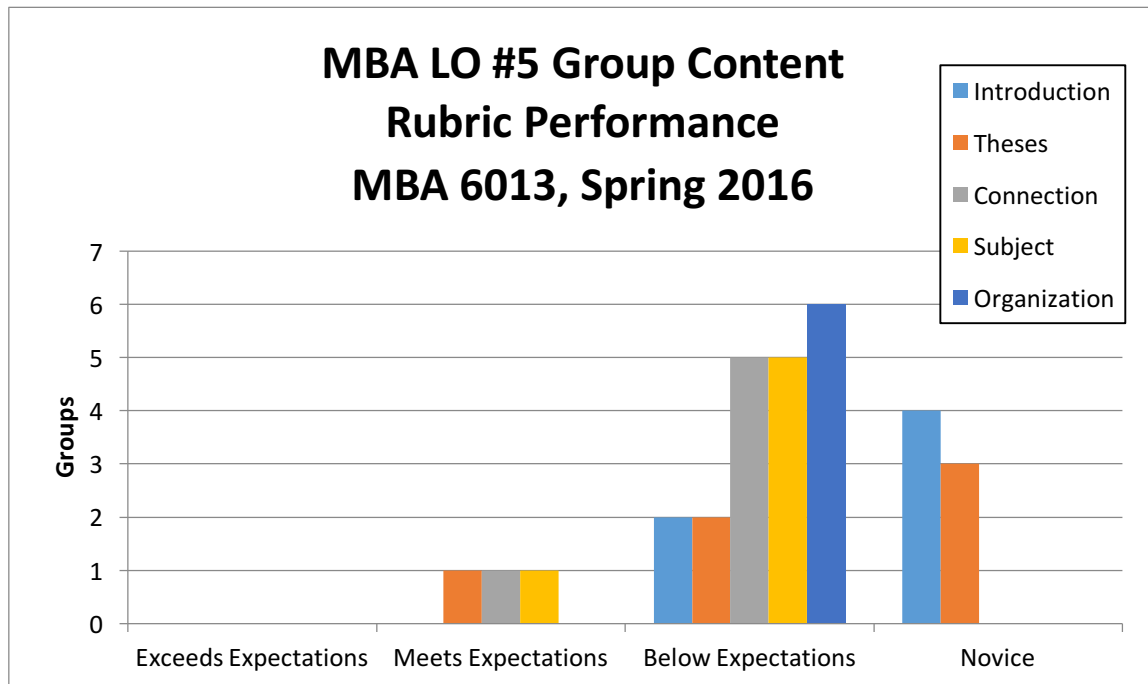
**Phase 2: Results Assessment and Planned Action**

**Results:**

**MBA 6013 Group Content Rubric Results**

Number of groups achieving target

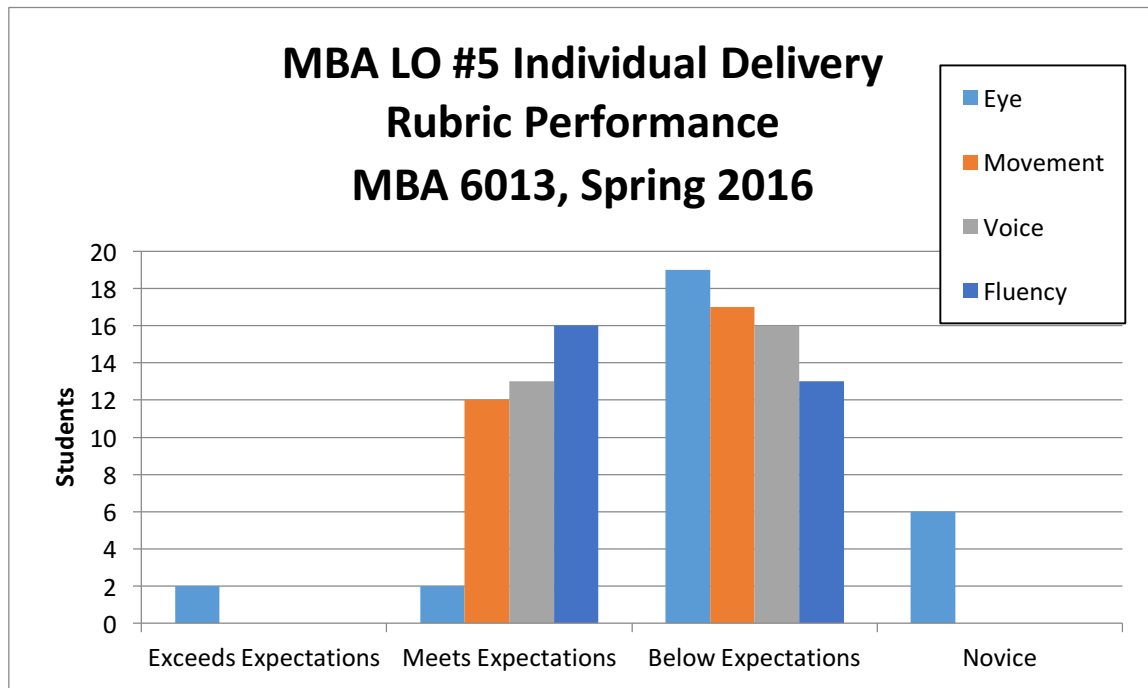
Categories:	Exceeds Expectations = 4	Meets Expectations 3 - 4	Below Expectations 2 - 3	Novice < 2	% Groups Meeting or Exceeding Expectations
Introduction	0	0	2	4	0%
Theses	0	1	2	3	17%
Connection	0	1	5	0	17%
Subject	0	1	5	0	17%
Organization	0	0	6	0	0%



### MBA 6013 Individual Delivery Rubric Results

Number of students achieving target

Categories:	Exceeds Expectations = 4	Meets Expectations 3 - 4	Below Expectations 2 - 3	Novice < 2	% Students Meeting or Exceeding Expectations
Eye	2	2	19	6	14%
Movement	0	12	17	0	41%
Voice	0	13	16	0	45%
Fluency	0	16	13	0	55%



### **Suggested Action:**

This outcome should be assessed in multiple sections and courses for a larger sample that includes both full time and part time students.

Use of external evaluator is good.

### ***Phase 3: Closing the Loop***

*To be filed the year after the results assessment.*

#### **Change Assessment**

Discuss how the actions taken in Phase 2 were assessed, and the results of that assessment

**Addendum: Rubrics used for this evaluation**

**Rubric for the Assessment of Oral Communication: Content**

Indicators of Effective Content	Levels of Achievement			
	Beginning	Developing	Competent	Accomplished
<b>Introduction:</b> gains attention, connects to topic, establishes credibility	No attention getting strategy was evident. No clear or relevant connection to topic or speech purpose. No credibility was established.	Use of attention getting strategy, but did not seem to adequately capture audience attention and/ or lead to desired outcome. Credibility was implied.	Effective strategy to capture listeners' attention. Adequate introduction of the topic. Credibility was established by the speaker.	Creative attention getting strategy captures listeners' attention to introduce the topic. It is relevant to the topic and clearly gains the desired response from the audience. Credibility was established by speaker.
<b>Thesis Statement:</b> explicit, identifies topic, previews main points	No thesis statement. Main points are not clearly identified, audience unsure of the direction of the message.	Thesis is implied, although not explicitly stated. Topic is clearly identified, but main points are not clearly previewed.	Thesis statement identifies topic and lists/previews main points.	Speaker clearly stated a well formulated thesis statement during the speech introduction. Thesis statement identifies topic and lists/previews main points.
<b>Connection to Audience:</b> needs & interest, demonstrates understanding	Topic seems irrelevant to audience needs and interests. No attempt made to connect topic to audience.	Topic seems somewhat relevant to audience. Vague reference to audience needs and or interests. Identifies target audience.	Clearly stated the relevance of topic to audience needs and interests. Expresses an understanding of their target audience.	Connection of topic to audience needs and interests is stated with sophistication. Identifies and expresses a deep understanding of their target audience.
<b>Subject Knowledge:</b> depth of content, relevant support, clear explanation	Provides irrelevant or no support. Explanation of concepts is inaccurate or incomplete.	Provides some support for main points, but needed to elaborate further with explanations, examples, descriptions, etc. Support is relevant, but not timely.	Main points adequately substantiated with timely, relevant and sufficient support. Accurate explanation of key concepts.	Depth of content reflects thorough understanding of topic. Main points well supported with timely, relevant and sufficient support. Provided precise explanation of key concepts.
<b>Organization:</b> main points distinct from support, transitions, coherence	Lack of structure. Ideas are not coherent. No transitions. Difficult to identify introduction, body, and conclusion.	General structure/organization seems adequate. Difference between main points and supporting details is blurred. Logical flow, but no clear signposts for transitions.	Clear organizational pattern. Main points are distinct from supporting details. Smooth transitions differentiate key points.	Effective organization well suited to purpose. Main points are clearly distinct from supporting details. Graceful transitions create coherent progress toward conclusion.

## Rubric for the Assessment of Oral Communication: Delivery

Indicators of Effective Delivery	Levels of Achievement			
	Beginning	Developing	Competent	Accomplished
<b>Eye Contact:</b> establish rapport; expand zone of interaction	Reads speech from notes/manuscript. Avoids eye contact with audience.	Conspicuous use of speaker notes. Only occasional, sporadic glances at audience.	Eye contact establishes rapport with audience. Unobtrusive use of speaker notes. Scanning of audience to establish a zone of interaction.	Consistently uses eye contact to maintain rapport with audience. Inconspicuous use of speaker notes. Effective use of scanning to expand zone of interaction.
<b>Movement:</b> expressive, comfortable, enhances message	Body language is not supportive of the message, may contradict it. Gestures, facial expressions, and posture are stiff or distracting.	Body language is a minimal support of the verbal message. Gestures, facial expressions, and posture reflect speaker discomfort that occasionally interferes with the message.	Body language is an adequate support of the message. Movement and gestures clarify key points. Facial expressions and posture seem comfortable.	Gestures, facial expressions, and posture reinforce and enhance the verbal message. Body language is expressive, dynamic, natural and comfortable.
<b>Voice:</b> rate, pitch, volume and tone are natural and authentic	Fails to maintain audience interest and support the verbal message due to excessive monotone, inappropriate rate and volume. Pitch may be strained or flat.	Inconsistent use of voice to support message. Monotone passages interfere with audience interest. Rate may be too fast or slow; volume too high or low. Pitch is strained at times, too artificial or too nervous.	Tone fits verbal message, changing for emphasis at appropriate moments. Rate and volume allow audience to follow message. Pitch seems natural to speaker.	Tone is authentic and appropriate to topic. Rate, pitch and volume vary at key points to support the verbal message and keep audience interest. Voice is natural to the speaker and topic, talking with rather than at audience.
<b>Fluency:</b> pronunciation, enunciation, articulation are smooth; lack of fillers	Incoherent presentation due to many factors that undermine fluency including poor pronunciation. Long pauses interrupt flow of speech. Excessive use of vocalized fillers distracts audience.	Pronunciation is mostly correct yet enunciation and articulation are still tentative. Speaker recovers from awkward pauses and proceeds. Vocalized fillers are noticeable but not excessive.	Careful pronunciation supports coherence of presentation. Enunciation and articulation of words are mostly clear. Pauses were momentary and did not interrupt fluency of speech. Vocalized fillers are minimal and do not distract the audience.	Coherence of presentation strongly supported by correct pronunciation, confident enunciation and articulation. Pauses are purposeful and enhance fluency of speech. Virtually no vocalized fillers are noticeable.

This rubric is intended for use in the assessment of student achievement at the institutional level. It can also be used as a guide for development of rubrics to measure writing at the program, course and section levels. Please send your comments and suggestions about this rubric to Kurt Ewen, LET Co-chair [kewen@valenciac.edu](mailto:kewen@valenciac.edu). For more information <http://valenciac.edu/learningevidence/>