**BSBA AY 2016-2017 Assessment**

***Phase 1: Assessment Plan***

**Learning Outcome assessed:**

**Learning Outcome 4:**Students will effectively communicate orally and in writing using various mediums across diverse situations.

**Assessment Method:**

Final presentation in BUS 406 was recorded and sent to two Rhetoric Instructors for separate evaluation of both teams and individuals.

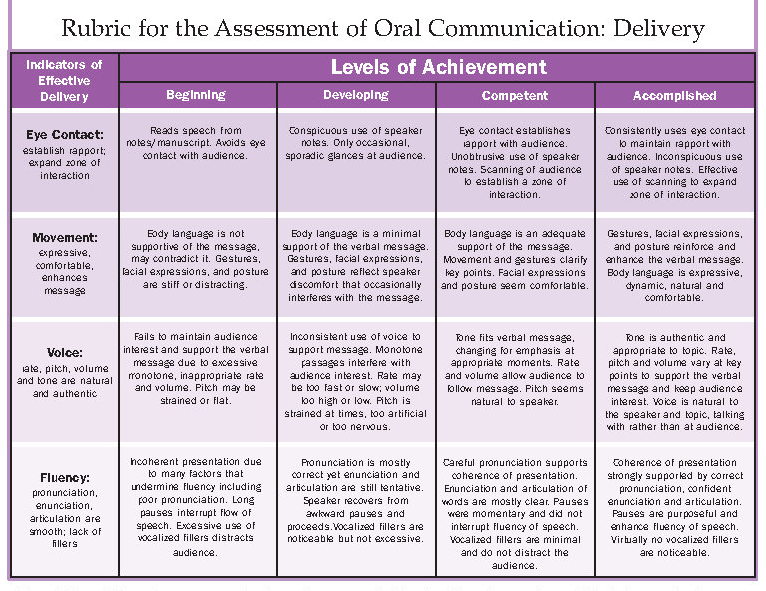
**Targeted performance, based on rubrics:**

Our assessment target is that 80% of the students are competent or accomplished according to the rubric.

**Evaluation Process:**

Evaluators separately reviewed nine recorded presentations in BUS 406. The group was evaluated for content and organization, and then each individual presenter was evaluated for delivery.

**Rubric:**

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**Course where learning outcome was assessed:**

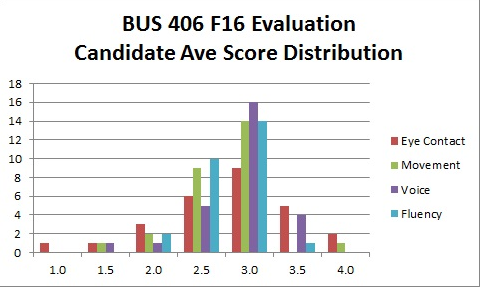
BSBA, BUS 406

**Evaluator(s):**

Jacquelyn Rae Horton  
Michelle R LaVigne

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

**Results:**



**Suggested Action:**

80% of the students should be at the competent or accomplished level. These skills are introduced outside of SOM, then reinforced in 304, and students should be accomplished by 401/406 (but they aren’t).

We need to identify where these skills are being reinforced and be tracking them. Deborah Panter’s office is starting to track these skills for WASC.

\*Change target to meets equals competent/exceeds.

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

In the year that the assessment is made, this is good place to describe how the suggested actions might be evaluated in a future assessment cycle. When that cycle is complete, the results can be added to this document to finalize the report.