



DIRECT ASSESSMENT RESULTS

WRITTEN AND ORAL COMMUNICATION

GROUP DYNAMICS & TEAMWORK

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BBA Program Level Goal 1:

Conceptualize a complex issue into a coherent, persuasive written or oral statement.

Course Methods (Written):

Management 3353: This course used three assignments to provide direct assessments of written communications. A diagnostic grammar test was administered to students at the beginning of the course to ascertain areas of student weakness and a grammar review was used to reinforce areas of weakness indicated by the test. Secondly, students were individually assessed on a “persuasive request message” (1-2 pages) using a common rubric. Lastly, students were assessed on an “analytical report” (5-10 pages) using a common rubric (Note: the analytic report was written as a team project with individual student sections identified.)

Management 4335: Capstone students are required to individually analyze an assigned business and write a strategic analysis of the corporation (10-25 pages). This analysis includes an introduction, financial analysis, environmental scans, conclusions, recommendations, bibliography and supporting documentation to include tables, charts and other visual displays.

Results:

Results for the written component of Goal 1:

Course/Assignment	Percent that:			
	Exceeds:	Meets:	Below:	n =
MGT. 3353 - Diagnostic Grammar Test (Pre)	2.3	47.2	50.5	578
MGT. 3353 - Diagnostic Grammar Test (Post)	13.4	58.3	28.3	499
MGT. 3353 - Persuasive Request Message	17.5	27.4	55.1	314
MGT. 3353 - Analytical Report	11.2	10.8	78.0	223
MGT. 4335 - Strategic Analysis	17.4	77.5	5.2	386

Course Methods (Oral):

Management 3353: Students individually presented elements of their written work to the class. Students were evaluated on a common rubric.

Management 4335: Students make an oral presentation based on their strategic analysis utilizing classroom instructional technologies. This presentation includes a financial analysis, environmental scans, conclusions, recommendations, and supporting documentation to include tables, charts and other visual displays.

Course/Assignment	Percent that:			
	Exceeds:	Meets:	Below:	n =
MGT. 3353 - Oral Presentation	54.2	43.2	2.6	271
MGT. 4335 - Oral Strategic Analysis	14.8	79.2	6.0	385

BBA Program Level Goal 5:

Acquire and use the skills needed for effective teamwork and understand the importance of group dynamics in achieving organizational goals.

Course Methods:

Three courses using four direct assessment methods were used to assess the student learning outcome of group dynamics and teamwork during the 2008-2009 academic year. Faculty teaching MGT. 3303 – Management of Organizations, the first management course taken by students, decided to use a testing approach to assess student knowledge of group dynamics and teamwork principles. Ten common questions were selected by teaching faculty and included key term questions and application-oriented questions requiring an understanding of definitions. A minimum score of seven correct questions was required to “meet expectations.” MGT. 3353 – Business Communications used two direct methods. The first method included a set of common embedded exam questions where a score of 70% was required to “meet expectations.” The second method required completion of a team evaluation survey instrument by members of a student team involved in a team project. The survey instrument was developed by faculty teaching the course and included seven common assessment measures of group and team dynamics. Faculty determined the minimum criteria to “meet expectations” on the survey. The MGT. 4335 – Strategic Management course requires a team based corporate strategic analysis in addition to an individually prepared analysis. At the completion of the written and oral portions of the team-based corporate strategic analysis, a confidential peer review survey of team members and a self-assessment is required of all students based on faculty determined dimensions of team performance and group dynamics. Faculty teaching the course determined the criteria for “meets expectations.”

Results:

The following courses evaluated teamwork and group dynamics through exams and direct teamwork applications in 2008-2009.

Course/Assignment	Percent of Students that:			
	Exceeds:	Meets:	Below:	n =
MGT 3353 Group Dynamics Exam	67.0	25.1	7.8	179
MGT 3353 Group Process Evaluation	84.8	11.5	3.7	349
MGT 3303 Application Reading Questions	47.8	44.6	7.6	341
MGT 4335 Peer Team Project Evaluation	10.9	85.1	4.0	329