



DIRECT ASSESSMENT RESULTS

WRITTEN AND ORAL COMMUNICATION

GROUP DYNAMICS & TEAMWORK

Prepared by the McCoy College Assurance of Learning Committee:

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BBA Program Level Goal 1:

Conceptualize a complex issue and translate it into a coherent, persuasive written statement or oral presentation.

Course Methods (Written):

Management 3353: For direct assessments of written communications, students were individually assessed on a “persuasive request message” cover letter and evaluated using a common rubric. Data were collected during the spring 2012 semester from one of the large lecture sections, six laboratory sections assigned to a second large lecture section, and a smaller section that combines the lecture and the writing laboratory in one class. This allowed for sampling diversity across all sections and writing labs of MGT. 3353.

Management 4335: Students work individually on a strategic analysis of a major corporation or assigned topic area in the field of strategy management. This culminates in a written paper evaluated on common writing standards addressing corporate- and business-level analyses (including financial analyses), recommendations, tables, and references. While there is no mandated page limit, topical papers average 8-12 pages and analysis papers average approximately 20-30 pages in length (both double-spaced).

Results:

Results for the written component of Goal 1:

Course/Assignment	Percent of Students that:			n =
	Exceeds:	Meets:	Below:	
MGT. 3353 - Persuasive Request Message	52.0	37.0	11.0	297
MGT. 4335 - Strategic Analysis	20.0	71.0	9.0	272

Course Methods (Oral):

Management 3353: Students individually presented elements of their written work to the class. Student oral presentations 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.

Results for the oral component of Goal 1:

Course/Assignment	Percent that:			n =
	Exceeds:	Meets:	Below:	
MGT. 3353 - Oral Presentation	59.0	37.0	4.0	201
MGT. 4335 - Oral Strategic Analysis	28.0	65.0	7.0	272

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:

Management 3353: Students were asked ten objective questions selected by teaching faculty in business communications to measure student knowledge of group dynamics and teamwork. A score of seven correct was required to “meet expectations.

Management 3303: To assess student learning of the program goal, two forms of direct methods were used. The first form consisted of questions focused primarily on definitions of key terms in the assigned course readings. The second approach also consisted of questions of an application orientation and required interpretation of business situations. A total of 10 questions were embedded in a 51-question exam. The criteria used to determine if a student meets expectations was seven correct out of ten.

Management 4335: The 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 strategic analysis, a confidential peer survey of team members and a self-assessment is required of students based on faculty-determined dimensions of team performance and group dynamics. Faculty determined the criteria for “meets expectations.”

Results:

The following courses evaluated teamwork and group dynamics through exams and direct teamwork applications in 2011-2012.				
	Percent of Students that:			
Course/Assignment	Exceeds:	Meets:	Below:	n =
MGT 3353 Group Dynamics Exam	61.0	32.0	7.0	351
MGT 3303 Application Reading Questions	40.0	46.0	14.0	246
MGT 4335 Peer Team Project Evaluation	7.0	88.0	5.0	269

Indirect Results:

Graduating Senior Survey (BBA) - Composite						
Comparative Results Goals/Themes/Skills 2006/7-2011/12						
	Student "Satisfaction Index" by Year (1):					
Program Level Coverage of:	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12
1. Written Communication	93	94	95	95	94.5	96.5
2. Oral Communication	95	98	96	96	96.5	98.2
7. Teamwork/Interpersonal Skills	94	93	93	94	95.5	96.4
n=	140	239	200	173	204	113

Alumni Survey Results 2006-2011					
Program-Level Goal Perceptions					
Program Skills/Topics:	2006 (%)	2007 (%)	2009 (%)	2010 (%)	2011 (%)
2. Effective Writing	V 41	V 38	V 45	V 59	V 48
(Program Goal 1)	S 48	S 52	S 48	S 32	S 38
	T 89	T 90	T 93	T 91	T 86
3. Effective Speaking	V 64	V 57	V 67	V 66	V 56
(Program Goal 1)	S 28	S 36	S 28	S 28	S 39
	T 92	T 93	T 95	T 94	T 95
6. Teamwork Skills	V 73	V 64	V 74	V 68	V 66
(Program Goal 5)	S 23	S 31	S 25	S 28	S 25
	T 96	T 95	T 99	T 96	T 91

Note: The 2008 survey was not included - sample size small

Indirect (survey) results are presented to corroborate direct assessment data. These measures are used to compliment primary assessment results, and should not, by themselves, determine curriculum decisions.

Comments and Observations:

1. Teaching faculty in Management 3353 are in the process of revising all assessment methods and processes due to faculty turnover and the appointment of a new Core Course Coordinator. For example, in addition to revising and refining written and oral rubrics, teaching faculty are considering the addition of objective questions to measure cognitive components of written and oral communication, and are developing team member evaluations for group work to measure behavioral learning. The new Core Course Coordinator plans to conduct orientation and training sessions for lab instructors and new per-course teaching faculty.

2. The Assurance of Learning Committee requests the McCoy College Curriculum Committee and the Department of Management review the prerequisites for MGT. 4335 – Strategic Management and Business Policy. The committee recommends the inclusion of MGT. 3353 – Business Communications as a prerequisite for MGT. 4335. These courses have the responsibility for directly measuring the college goal of “written communications” for all majors. Informal polling of faculty teaching both courses discloses that approximately 20% of seniors are taking MGT. 3353 concurrently with MGT. 4335. Good assessment practice indicates that student writing should be directly measured at two separate points in their course sequence, and elements taught in MGT. 3353 are included and/or measured in student writing assignments for MGT. 4335.

3. The AOL Committee also encourages all faculty, regardless of departmental affiliation or course taught, to include more written work or include a written component in current assignments to reinforce good writing skills across the curriculum. The committee recognizes that some courses cannot logistically accommodate writing assignments or written components,

though many courses could include short written components to existing assignments.
Reinforcing student written communications can enhance student learning in the BBA program.