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**ASSESSMENT RESULTS:**

**WRITTEN & ORAL COMMUNICATION**

Prepared by the McCoy College Assurance of Learning Committee:

Course Coordinator Core Course

Ms. Jennifer Krou CIS 1323 Introduction to Microcomputer Applications

Dr. Dean Showalter ECO 2314 Principles of Microeconomics

Dr. Quazi Fidia Farah ECO 2315 Principles of Macroeconomics

Dr. Francis Mendez QMST 2333 Business Statistics

Dr. Lindsay Ayers BLAW 2361 Legal Environment of Business

Dr. Chris Proschko ACC 2361 Introduction to Financial Accounting

Ms. Alex Hampshire ACC 2362 Introduction to Managerial Accounting

Dr. Seth Frei MGT 3303 Management of Organizations

Dr. Vance Lesseig FIN 3312 Business Finance

Mr. Ken Murdock MKT 3343 Principles of Marketing

Dr. Peiqin Zhang CIS 3380 Enterprise Inf. Tech. and Bus. Intelligence

Mr. Mark Evans MGT 3453 Bus. Comm. and Professional Development

Dr. Corey Fox MGT 4335 Strategic Management and Business Policy

Dr. Taewon Suh, Assurance of Learning Committee, Chair Ex-officio

Dr. David Wierschem, Associate Dean for Undergraduate Programs Ex-officio

*Document Submitted: Fall 2024*

*The McCoy College of Business assesses all six undergraduate competency goals every three years. This report discloses the assessment results of Competency Goal 1 for the 2023-2024 academic year.*

***BBA Program Level Competency Goal 1:***

**Competency Goal 1 states:**

***Conceptualize a complex issue and express it in a coherent written or oral statement*. Graduates should understand the importance of effective communication. They should be able to develop well-written reports, memos, and letters; make effective oral presentations; explain and interpret findings and conclusions; justify conclusions or recommendations; and organize ideas into a coherent train of thought.**

One course assessed this goal for the 2023-2024 academic year\*:

Business Communication (MGT 3353)

The results from each course, along with an analysis of the results by the instructors and plans for the coming year, appear below. Following that will be the recommendations of the joint meeting of the Undergraduate Curriculum Committee and the Course Coordinators from each course.

*\*This report assessed oral communication only.*

**MKT 3353: Business Communication**

**Current Period Assessment Method**

To fulfill the *oral portion*, students deliver an individual persuasive **oral presentation** demonstrating a complex issue's conceptualization. The traits analyzed for this portion are subject knowledge and confidence, organization and time management, eye contact and body language, elocution, and presentation design.

A sample size approach was used to collect assessment data across all sections, with an average of at least six students randomly assessed per section. A sample of 192 business majors results in a 90-95% confidence interval based on a total population of 981 business majors enrolled in MGT3353 during this academic year.

* Exceeded expectations= students who earned 90 percent or better
* Met expectations = students who earned between 70 and 89.9 percent
* Below expectations = students who earned below 70 percent

Ideally, at least 80% of students should meet or exceed expectations.

Oral Communication Assignment Rubric:

|  |  |  |  |
| --- | --- | --- | --- |
| **Trait** | **1 Below Expectations** | **2 Meets Expectations** | **3 Exceeds Expectations** |
| **Subject Knowledge & Confidence** | Student does not have grasp of subject matter and fails to present information in a convincing manner. Student shows lack of interest in presentation. | Student seems knowledgeable about subject matter and presents information in a convincing manner. Student shows interest in presentation. | Student conveys complete knowledge of information and presents information in a convincing and interesting manner. |
| **Organization & Time Management** | The content lacks organization. Student did not use time appropriately and was either too concise or too verbose. | The organization of the content is congruent. Student used time appropriately and was consistent with content. | The content is organized logically. Student spent appropriate amount of time and was clear, complete and consistent with content. |
| **Eye Contact & Body Language** | Eye contact is lacking. Gestures are missing or awkward. The speaker depends heavily on the written notes. | Eye contact and physical gestures are natural and fluid. Minimum reliance on written notes. | Eye contact and physical gestures demonstrate speaker’s enthusiasm, guiding the listener through presentation. Minimum reliance on written notes. |
| **Elocution** | The vocabulary is awkward or inappropriate for the topic, making the speaker difficult to understand. Student did not use business\* terms appropriately. | The vocabulary provides clarity and avoids confusion. Student used basic business\* terms appropriately. | The vocabulary is descriptive and accurate, engaging the listener through imagery. Student used all business\* terminology appropriately. |
| **Presentation Design** | Showed little effort in the presentation. Graphics and text appear to be “thrown in at the last minute”. Text is not readable. | Showed good effort in the presentation, however, graphics and text are basic. Text is usually readable. | Demonstrated outstanding effort presenting the information through creative use of graphics and text. Text is readable. |

**Results from Current Assessment Period**

San Marcos Campus

**AY 2023-2024 Results**

*Oral Communication AY 2023-2024 Face-to-Face/Hybrid Results*

|  |  |  |  |
| --- | --- | --- | --- |
| **Traits** | **% Below Expectations/(N)** | **% Meets Expectations/(N)** | **% Exceeds Expectations/(N)** |
| Subject Knowledge & Confidence | 17% (12) | 52% (75) | 40% (57) |
| Organization & Time Management | 3% (5) | 59% (85) | 38% (54) |
| Eye Contact & Body Language | 15% (21) | 50% (72) | 35% (51) |
| Elocution | 9 % (14) | 60% (86) | 31% (44) |
| Presentation Design | 6% (9) | 63% (90) | 31% (45) |

*Oral Communication AY 2023-2024 Online Results*

|  |  |  |  |
| --- | --- | --- | --- |
| **Traits** | **% Below Expectations/(N)** | **% Meets Expectations/(N)** | **% Exceeds Expectations/(N)** |
| Subject Knowledge & Confidence | 4% (2) | 40% (19) | 56% (27) |
| Organization & Time Management | 4% (2) | 46% (22) | 50% (24) |
| Eye Contact & Body Language | 17% (8) | 42% (20) | 42% (20) |
| Elocution | 4% (2) | 35% (17) | 60% (29) |
| Presentation Design | 6% (3) | 33% (16) | 60% (29) |

**AY 2022-2023 Results**

*Oral Communication AY 2022-2023 Face-to-Face/Hybrid Results*

|  |  |  |  |
| --- | --- | --- | --- |
| **Traits** | **% Below Expectations/(N)** | **% Meets Expectations/(N)** | **% Exceeds Expectations/(N)** |
| Subject Knowledge & Confidence | 10% (10) | 54% (59) | 37% (33) |
| Organization & Time Management | 9% (8) | 60% (67) | 32% (27) |
| Eye Contact & Body Language | 17% (14) | 54% (50) | 30% (29) |
| Elocution | 11% (11) | 62% (67) | 27% (24) |
| Presentation Design | 8% (3) | 53% (61) | 39% (33) |

*Oral Communication AY 2022-2023 Online Results*

|  |  |  |  |
| --- | --- | --- | --- |
| **Traits** | **% Below Expectations/(N)** | **% Meets Expectations/(N)** | **% Exceeds Expectations/(N)** |
| Subject Knowledge & Confidence | 29% (6) | 13% (3) | 58% (9) |
| Organization & Time Management | 29% (6) | 13% (3) | 58% (9) |
| Eye Contact & Body Language | 29% (6) | 13% (3) | 58% (9) |
| Elocution | 29% (6) | 13% (3) | 58% (9) |
| Presentation Design | 29% (6) | 13% (3) | 58% (9) |

**AY 2021-2022 Results**

*\*Note: Below combinations were different for results due to a different process/Assurance of Learning reporting template.*

*Oral Communication AY 2021-2022 Face to Face Results*

|  |  |  |  |
| --- | --- | --- | --- |
| **Traits** | **% Below Expectations/(N)** | **% Meets Expectations/(N)** | **% Exceeds Expectations/(N)** |
| Subject Knowledge & Confidence | 7% (1) | 47% (10) | 47% (7) |
| Organization & Time Management | 7% (1) | 70% (15) | 23% (2) |
| Eye Contact & Body Language | 10% (1) | 70% (16) | 20% (1) |
| Elocution | 7% (0) | 60% (12) | 33% (6) |
| Presentation Design | 7% (0) | 50% (11) | 43% (7) |

*Oral Communication AY 2021-2022 Online/Hybrid Results*

|  |  |  |  |
| --- | --- | --- | --- |
| **Traits** | **% Below Expectations/(N)** | **% Meets Expectations/(N)** | **% Exceeds Expectations/(N)** |
| Subject Knowledge & Confidence | 10% (14) | 50% (54) | 39% (34) |
| Organization & Time Management | 7% (12) | 56% (54) | 36% (36) |
| Eye Contact & Body Language | 15% (19) | 50% (50) | 35% (33) |
| Elocution | 11% (17) | 55% (57) | 34% (28) |
| Presentation Design | 15% (18) | 50% (49) | 35% (35) |

**Instructor Observations**

Current Assessment Period

Overall, student performance met the target of over 80% of students meeting or exceeding expectations for all traits. However, the 100% online sections in AY 23-24, which only represented a small percentage of the sample, did not meet the 80% target of meeting or exceeding expectations for all traits for oral communication.

Compared to Previous Assessment Period

Compare the results from the current period with those from the previous assessment period:

* Overall, student performance met the target of over 80% of students meeting or exceeding expectations for all traits.
* Student performance increased in four traits: subject knowledge and confidence, organization and time management, elocution, and presentation design.
* Eye contact continues to score the lowest across the sections regarding student performance, particularly in the online sections, which may be due to the nature of the communication channel (Zoom).
* Following up on the 2022-2023 recommendations, as a result of training, faculty members did improve in assessing each student on each trait, which is reflected in the data.

**Instructor Recommendations for Next Academic Year**

The faculty decided to implement the following recommendations during 2023-2024 and after:

* The faculty will be provided with training to ensure that each faculty member assesses each individual student on each trait independently.
* The faculty will add time and content to the curriculum focused on maintaining eye contact since this was the lowest-performing trait.

The faculty, particularly those teaching strictly online, will add time and content to the curriculum focused on maintaining eye contact since this was the lowest-performing trait. The faculty will also brainstorm strategies for increasing student performance across the board regarding the eye contact trait.

**Faculty Responsible for Reporting on Progress: Dr. Mark Evans**

**Joint Assurance of Learning and Undergraduate Curriculum Committee Review**

On August 30th, the Assurance of Learning Committee and the Undergraduate Curriculum committee held a joint meeting to review the assurance of learning results for the Core Competency on WRITTEN & ORAL COMMUNICATION.

The assessment results were reported to the joint committee members along with recommended curriculum changes from associated core course coordinators to improve student success. Additionally, the joint committee discussed the recent impact of changes on the structure of the assessment process, the courses participating in the assessment of the competency, and potential programmatic changes. It was determined that because of the recent changes it would be best to allow for a period of consistent assessment to better reflect the impact of the changes on the assessment process.

Finally, it was determined that it would be beneficial if an in-depth review of the assessment processes and rubrics for all competencies to be completed in the 2024-2025 academic year.