

## Course Outcomes Guide

**Directions:** Please complete this form to document your progress toward improving student learning. For each item, indicate your progress and your anticipated next steps. Thank you!

**Course/Program Title:** BUS 113 – Business Communication

**Date:** Spring 2017

**Course/Program Team:** James Pierne

### **Expected Learning Outcomes:**

1. Identify and use technological tools business communicators use to improve written, oral, and visual communication.
2. Access written communication skills to determine existing strengths and weaknesses as well as review appropriate use of punctuation, grammatical structure, and writing style.
3. Write effective memos, letters, proposals, reports, and e-mail messages.
4. Apply techniques used in effective oral presentations.
5. Handle challenges of international and cross-cultural business communication.
6. Create electronic resume and identify career resources on the Internet and college community.
7. Participate in discussions of document analyses and case studies.

### **Assessment (How do or will students demonstrate achievement of each outcome?)**

Students will demonstrate achievement of the seven Expected Learning Outcomes through a combination of discussion questions, resume that is written, and examinations.

### **Validation (What methods have you used or will you use to validate your assessment?)**

Validation will occur through tracking the results to specific questions that are tied to the expected learning outcomes from tests given in class. The selected questions will be incorporated into all tests administered for this course so that the results can be appropriately gathered to measure student performance. In addition, it is assumed that the publisher validates these questions and tests them for reliability.

### **Results (What do your assessment data show? If you have not yet assessed student achievement of your learning outcomes, when is assessment planned?)**

Based upon the fourteen questions used to assess student results, the students for the Fall 2015 Semester exceeded the standard of 80% of students getting the assessment question correct in 11 out of the 14 questions. In the Fall Semester 2016, students performed better than students in Fall 2015 Semester in that they exceeded the standard of 80% on 13 out of 14 questions. In the Fall Semester 2015, students did not meet the standard on three assessment questions that dealt with the topics of e-mail messages, negative messages, and AIDA models. In the Fall Semester 2016, students only failed to meet the standard with the question dealing with the definition of communications and the types of communications. In the Spring 2016 semester, students exceeded the standard on 13 out of the 14 measures. Students failed to meet the standard with the question dealing with the topic of what is communication and what are the two types of communication. In the Spring 2017 Semester, students exceeded the 80% standard on 12 out of 14 questions, so there is a slight decline in performance from the Spring 2016 Semester.

Students during the Spring 2017 Semester did not achieve the standard with questions concerning primary and secondary research as well as differences between various types of flow charts.

**Follow-up (How have you used or how will you use the data to improve student learning?)**

Based upon the data, we will make the appropriate adjustments to the materials presented in the class to ensure student understanding. We will also utilize more web-based demonstrations of text content to help the student learning process.

**Budget Justification (What resources are necessary to improve student learning?)**

None at this time.