



Assessment Form

Department: School of Business

Degree Program: Bachelor of Business Administration (BBA)

Learning Outcome Goal: *(one per form)*

Our students will understand the principles of ***effective verbal communications***.

Assessment Procedure *(Include identification of who is responsible for conducting this assessment and the date on which it was completed):*

A sample of verbal communications assignments will be collected. The samples will be assessed by auditors independent of the class in which the sample is assigned.

Assessment Results *(Be as specific as possible):*

The verbal communications samples provided results which were below the acceptable levels. Continuous improvement activities are needed and corrective actions need to be taken.

Use of Results: *(Include dates of actions taken).*

Continuous improvement activities are still under evaluation.

The next round of data collection to see if improvements resulted will be in 2008-2009. Information will be compiled into a database; results will be analyzed. It will be determined if further action should be taken. An assessment of the written communications will occur every two years (2010-2011 and 2012-2013).

Meeting Notes *(List dates of meetings when assessments results were reviewed and analyzed and decisions made regarding how results could be used to improve program quality. Beginning in 2008, the attached meeting notes template should to record what took place at all assessment meetings. Meeting notes are to be maintained by the Department.)*

Meetings occurred in the Spring of 2007.