UNIVERSITY OF ARKANSAS
PULASKI TECH

Assessment Report:
2018-2019
Due to Chair/Program Director and Assessment Coordinator by September 4th

Course-Level Learning Outcomes -BUS 2513

Administrative Office Procedures –

1. What are the Course-Level Outcomes (CLOs)?

Upon completion of this course, the student should be able to:

a. Understand the various types of communication (written, verbal, nonverbal, interpersonal, group, public) and which is the most effective for different business situations.
b. Demonstrate a basic knowledge and proficiency in managing and resolving conflict within an organization.
c. Describe how networking (both in –person and virtual) has changed the way people find jobs and companies recruit new employees
d. Demonstrate knowledge and proficiency in effective decision-making, communication and team building.
e. Explain how human motivation affects organizational dynamics.
f. Demonstrate basic knowledge of the differences between managing and leading.
g. Demonstrate knowledge of how to prepare for and deliver a presentation.
h. Demonstrate knowledge of the importance of multi-cultural communication in today's workplace.
i. Describe the ways in which confidentiality, legality, and ethics are important or the functioning of an organization.
j. Demonstrate a basic knowledge and proficiency in creating, preparing, editing, and drafting correspondence, documents, and reports within an organization.
k. Identify and describe the most important steps when editing and proofreading.
l. Demonstrate ability to apply basic rules of English grammar, especially spelling, punctuation, capitalization, and sentence construction.
m. Know which software applications are appropriate for the production of common business documents, presentations and spreadsheet creation (e.g. MS Word, MS Publisher, Adobe Acrobat, MS PowerPoint and MS Excel)
n. Explain corporate branding and describe its role in copyright protection and plagiarism.
o. Demonstrate basic knowledge and proficiency in creating appropriate email and traditional letters with regard to communication and etiquette.
p. Identify and describe copyright laws, regulations regarding intellectual property, and ways to maintain confidentiality when distributing information.
q. Identify and describe the process and techniques of gathering, compiling, and analyzing data.
r. Demonstrate a basic knowledge and proficiency in the use of the Internet

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2. Which CLOs were addressed for this academic year? (2018-2019)

a. Understand the various types of communication (written, verbal, nonverbal, interpersonal, group, public) and which is the most effective for different business
c. Describe how networking (both in –person and virtual) has changed the way people find jobs and companies recruit new employees.
e. Explain how human motivation affects organizational dynamics.

3. Which CLOs are being addressed in your assessment plan next academic year? (2019-2020)

a. Understand the various types of communication (written, verbal, nonverbal, interpersonal, group, public) and which is the most effective for different business situations.
j. Demonstrate a basic knowledge and proficiency in creating, preparing, editing, and drafting correspondence, documents, and reports within an organization.
k. Identify and describe the most important steps when editing and proofreading.
l. Demonstrate ability to apply basic rules of English grammar, especially spelling, punctuation, capitalization, and sentence construction.
m. Know which software applications are appropriate for the production of common business documents, presentations and spreadsheet creation (e.g. MS Word, MS Publisher, Adobe Acrobat, MS PowerPoint and MS Excel)
o. Demonstrate basic knowledge and proficiency in creating appropriate email and traditional letters with regard to communication and etiquette.
r. Demonstrate a basic knowledge and proficiency in the use of the Internet

a. Explain the assessment cycle.

Every semester; Spring 2019, Fall 2019; Spring 2020…

b. What are the assessment methods? Are they direct or indirect?

Direct - The assessment activity was a mid-term exam and a comprehensive final exam.

c. What are the assessment goal(s)?

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To determine if the students are ready to move forward to jobs in their fields and/or continue their education toward an Associate Degree in Health Information Management Technology.

d. What were the findings for this academic year? (2018-2019)

Students took a 70 point final exam over all materials covered in the semester. The high score was 100, the low score was 0 and the median score was 77.89 for the final exam consisted of 70 questions worth 1 points each covering 14 chapters.

e. What is your analysis of the findings?

Comprehensive exams are not enough. Information must be applied or actually used to solve problems! By fusing content knowledge with real-world situations the students will receive deeper learning and leave school with a much richer education. For the Fall 2019 and future semester a Computer Literacy Test will be given to the students.

f. What is the action plan for the next academic year? (2019-2020) Explain.

The instructor will emphasize the need for the students to complete the Computer Literacy Test as it is just one of the precursors to the student getting accepted into the AAS in Health Information Technology program from the TC in Medical Office Technology.

The first activity will consist of a Computer Literacy Test made up of three tasks to show the student's knowledge as to MS Word, MS Excel and to demonstrate a basic knowledge and proficiency in creating, preparing, editing and drafting correspondence and documents within an organization including demonstrating the ability to apply basic rules of English grammar (spelling, punctuation, capitalization and sentence construction).

The instructor will add a Written Communications component to the 2019-2020 assessment plan and still include the comprehensive final exam.

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