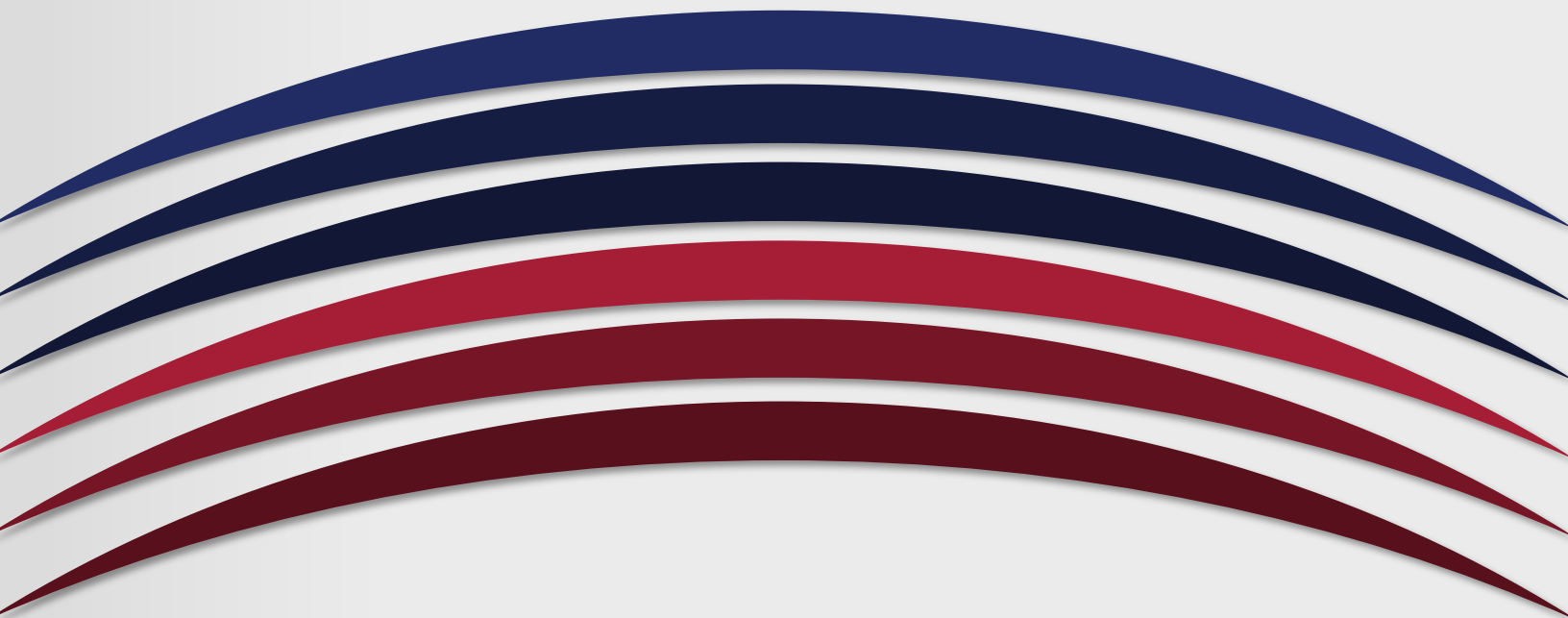


UNIVERSITY OF ARKANSAS
PULASKI TECH

Course-Level Assessment Report
Course: Business Communication
Academic Year: 2021-2022

**Due to Chair/Program Director and Faculty Assessment Chair by
September 1**



1. Name of course: Business Communication
2. Name of individual(s) compiling report: Lindsay Kullenberg
3. Date of submission: September 15, 2022
4. Academic year: 2021 - 2022

Course-Level Learning Outcomes

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

- Demonstrate an understanding of the communication process;
- Apply the basic principles of business writing and oral communications;
- Apply proper research and documentation techniques;
- Demonstrate an understanding of the employment search process and generate effective employment documents.

2. Which CLOs were addressed for the academic year?

Demonstrate an understanding of the communication process.

3. Which CLOs are being addressed in your assessment plan in the upcoming academic year?

Apply the basic principles of business writing and oral communications.

4. How does this report connect or map to program-level or institutional-level outcomes?

(ILO link: <https://uaptc.edu/college-academics/resources/student-learning-outcomes>
PLO list will vary depending on your Program.)

Associate of Science in Business-PLO #1: Communication

For each Course Level Outcome assessed this academic year,
please complete the chart below, providing the assessment data
for both fall and spring, and then a total for the academic year.

Assessment Methods- How did you assess student learning (define direct assessment methods used) in relation to the course level outcome being reported?	Students across all sections completed an assignment that covers the communication process and the different channels involved. Item analysis was performed to determine proficiency.	
Were indirect assessment methods also used to assess students? If 'yes', please describe the method used.	Yes	No X
How do you define success for an individual student on the CLO assessment assignment or measure?	Student scores 70% on the Assignment for CLO #1	
How do you define success for the course level outcome? What is the benchmark for the Course Level Outcome?	80% of students in the course achieve success on the CLO assessment assignment or measure	
How many students completed the assessment, and how many were successful?	Fall 18 students assessed 18 successful (100% success rate)	Spring 21 students assessed 21 successful (100% success rate)
Academic Year Total (add the numbers from Fall and Spring)	39 students assessed 39 successful (100% success rate)	
Was the benchmark/goal for this academic year met?	Yes X	No
Were standardized rubrics, tests, or checklists used?	Yes X	No

5. What is your analysis of the findings?

All of the students had a good grasp on the communication process and how to use the different communication channels presented. The overall success rates were 100% in both Fall of 2021 and Spring of 2022. Our goals were met for this learning objective. This class was only offered online, so there is no on campus data for this particular academic year. This assessment will not be used in the future.

F 21 Online average score: 100%

- 18/18 students scored a 100%

S 22 Online average score: 99%

- 19/21 students scored a 100%
- 1/21 students scored a 93%
- 1/21 students scored a 90%

6. What is the action plan for the upcoming academic year? Explain.

We will change or assessment plan for the next academic year (2022 – 2023). We will assess CLO #2: Apply the basic principles of business writing and oral communications. We will have the students write a professional email for this assessment measure. It will be administered in class or online, depending on class format. We will provide ample resources for the students in order to set our students up for success. Instructors for this class will meet after both fall and spring semesters to share data and collectively decided if anything needs to be tweaked. After a full academic year of collecting data for this particular outcome, we will identify trends and consider adjustments for the next academic year.