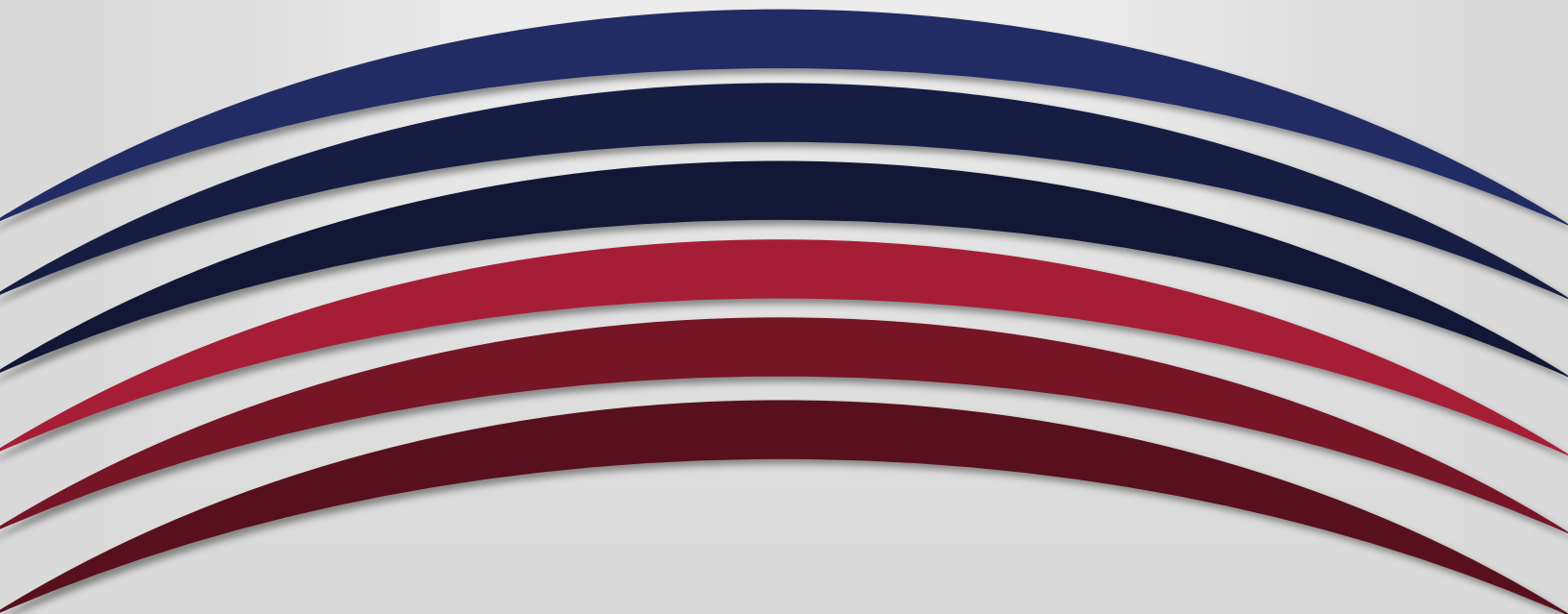


UNIVERSITY OF ARKANSAS
PULASKI TECH

Course-Level Assessment Report
Course: Business Communication
Academic Year: 2022-2023

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 14, 2023
4. Academic year: 2022 - 2023

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?

Apply the basic principles of business writing and oral communications.

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

Demonstrate an understanding of the employment search process and generate effective employment documents.

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 basic principles of business writing. 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?	<i>Student scores</i> 75% on the Assignment for CLO #2	
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 21 students assessed 21 successful (100% success rate)	Spring 11 students assessed 10 successful (91% success rate)
Academic Year Total (add the numbers from Fall and Spring)	32 students assessed 31 successful (97% 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 basic principles of business writing and how to write a professional e-mail. The overall success rates were 100% in Fall of 2022 and 97% in Spring of 2023. Because our success rates were so high last year, I increased our individual student goal success rate from 70% to 75% this year. Our goals were met for this learning objective. This class was offered online in the Fall of 2022 and in person in the Spring of 2023. Success rates were slightly higher online (with a larger pool of students).

F 22 Online average score: 93%

- 21/21 students scored a 75% or higher.

S 23 In-person average score: 92%

- 10/11 students scored a 75% or higher.

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

We will change our assessment plan for the next academic year (2023 – 2024). **We will assess CLO #4: Demonstrate an understanding of the employment search process and generate effective employment documents.** We will have the students write a professional resume 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.