

Central Washington University Assessment Excellence Grants 2008

Submitted by
Dept. of Management (MGT)

Title of Assessment Project Assessment Project or Activity. Assessing Written Communication in the BSBA Degree Program.

Specific student learning outcomes to be addressed by the project. This proposal focuses on demonstrating effective written communication skills.

Relationship between the project and program assessment plan or General Education. The BS in Business Administration degree requires the following outcomes effective Fall, 2008:

- 1) Knowledge-based Educational Outcomes—BSBA students should have a working knowledge of business administration that will aid them in private, government, or non-profit careers and/or prepare them for additional education.
- 2) Value-based Educational Outcomes—BSBA students should comprehend ethical issues and be able to apply an 'ethical decision-making framework' to business decisions.
- 3) Skills-based Educational Outcomes—BSBA students should a) function effectively when in teams both as a leader and as a member; b) demonstrate effective oral communication skills; c) demonstrate effective written communication skills; and d) apply quantitative and qualitative critical thinking skills to access, develop, and use information to analyze business problems and propose feasible solutions. This particular grant application focuses on the "c."

Description of project or activity, including action steps and timeline for completion. The MGT faculty spent winter quarter and some part of spring quarter developing the attached rubric. This rubric needs to be "test driven" this Spring quarter by applying it to an appropriate assignment coming from a sample of students. Based on results, the full rollout of the rubric as well as having input into the type of assignment ideally suited to such an exercise will be addressed.

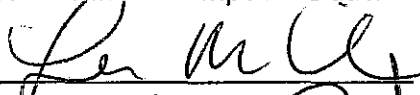
Budget for the project. \$500 as an honorarium to be split among the MGT faculty to apply the rubric and assess the appropriateness of the assignment. Specifically the MGT faculty to be awarded the honorarium are the MGT members of the College of Business Assurance of Learning Committee: Peter Boyle and Brian Kulik.


How the success of the project be assessed. A 2-page case study assignment from a sample of 30 different students (approximately 50% of two courses) across sections of MGT 489, Strategic Management, will be evaluated using the newly developed rubric. (The sections are Brian Kulik's and Greg Alkire's courses. They are currently the only Strategic Management faculty requiring individual written assignments.) Each faculty member will assess all 30 assignments. Having each faculty member assess all 30 will provide indicators of inter-rater reliability. Further, the data will be input for an aggregate examination of how well the students are doing in their ability to effectively communicate in writing. This forms the baseline measure against which future efforts will be compared. It is anticipated that every 3 years, enough data will have accumulated for

faculty to evaluate the curriculum and make changes.

Department agreement to support the project (supplies, clerical support, student help, etc.).

The department supports the project by making the necessary copies of the rubric, student assignments, and the commitment to input the data for descriptive statistical analysis.

Signature of Proposer: 
Laura M. Milner

Signature of Department Chair: 
Greg Cant

Signature of Dean: 
Roy Savoian