

**Assurance of Learning  
Summary Report  
September 22, 2015**

<b>Program/Courses:</b> Masters of Business Administration: <b>Customers and Markets</b>	
<b>Assessment Leader:</b> Frank Andrews <b>Assessment Leader email:</b> frank_andrews@uml.edu <b>Assessment Leader Campus Phone #:</b> 978.934.2816	
<b>Learning Goal(s) Assessed:</b> <b>Learning Goal 1: Oral Communication</b>	
<b>Date of previous assessment(s) of this Learning Objective:</b> N/A	
<b>Date of this Assessment:</b> Spring 2015 <b>PILOT</b>	
<b>Assessment Method:</b> In class presentations scored by external assessors	
<b>Total Population Size from which Sample Taken:</b> <ul style="list-style-type: none"> <li>• 1 section N = 16</li> <li>• Tao (Tony) Gao</li> </ul>	<b>Sample Size:</b> 15 of 16 or 93.75%
<b>Names and Position of Assessors:</b> Mary Barrett, Associate Director Student Services; Paula Haines, Director Assessment	
<b>Measurement System Analysis:</b> External assessors used primary trait analysis as seen in rubric on page 2. This work was completed during the spring 2015 semester.	
<b>Internal Performance Benchmark:</b> Using a scale of; <b>Needs Improvement (0 - 1), Acceptable (2 - 3), and Exemplary (4 - 5)</b> the Manning School of Business strives to have our students perform at an “Excellent” level. That said we have determined our standard of acceptance to be 75% of our students performing at an “Acceptable” or higher rate. In this pilot effort of “Oral Communications” our students on average were at or above our standard in three of the four traits. Only “Organization” fell below the minimum “Acceptable” level.	
<b>Summary of Results Against Internal Performance Benchmarks:</b> There are four primary traits evaluated. For the 15 students in this sample the average scores were:  CONTENT: 2.22  ORGANIZATION: 1.90  LANGUAGE: 2.63  DELIVERY: 2.70  The students in this sample failed to meet the standard of acceptance in all four traits	
<b>Date of Review of Results by Program or Major:</b> The GPC of the Manning School of Business will review these findings in the Fall 2015 semester.	
<b>Scheduled next assessment of this/these Learning Objective(s):</b> <b>SPRING 2018</b>	
<b>Date of review by Responsible Associate Dean(s):</b> July 23, 2015	
<b>Brief Self-Assessment of Process Used</b> <b>Strengths:</b> <b>TBD by the GPC</b> <b>Opportunities for Improvement:</b> <b>TBD by the GPC</b>	
<b>Opportunities for Improvement Identified:</b> <b>The Graduate Programs Committee met on September 21, 2015.</b>	
<b>Opportunities for Improvement Implemented (include description of changes to curriculum, etc., and dates implemented):</b> <b>TBD by the GPC</b>	

# Oral Communications Graduate Programs

**Goal:** Our students will have oral communication skills.

**Objective:** Manning School of Business graduate students will be able to communicate ideas effectively orally by integrating interpersonal skills with the appropriate technology.

TRAITS	Needs Improvement 0 - 1	Acceptable 2 - 3	Exemplary 4 - 5	Score
<b>CONTENT</b>	Central message can be deduced, but is not explicitly stated in the presentation.	Central message is clear and consistent with the supporting material.	Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)	
<b>ORGANIZATION</b>	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable and is skillful and makes the content of the presentation cohesive.	
<b>LANGUAGE</b>	Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not appropriate to audience.	Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.	
<b>DELIVERY</b>	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident.	