

Assurance of Learning = Assessment

COLLEGE OF BUSINESS ADMINISTRATION ASSESSMENT NEWS FALL 2009



1. What should students know when we're finished with them? *Student Learning Outcomes (SLOs)*
2. How do we know if they know it? *(Measurement & Data Collection)*
3. So, do they know it or not? *(Results)*
4. Now what do we do? *(Making improvements to enhance learning/Closing the Loop)*

Communication Rubrics

All faculty members should have received copies of the CBA twin set – rubrics for Written Communication Skills and Oral Communication Skills. Use them to ease your grading, distribute them to students to improve their writing and presentation skills, tout them as the College of Business' expectations for all of our students.

Closing the Loop Activities at Work ...

1. Students in Dr. Chamu Sundaramurthy's MGT 405 section are completing an online review of basic Finance and Statistics material so that they will be better prepared to tackle the integrative case analyses in this capstone strategy course.
2. All sections of IDS 290 (Business Communication) will include an in-class exercise designed to hone oral communication skills.
3. Skills in developing pricing strategy are being improved through a common exercise required of students in all MKT 370 (Marketing) sections.

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When Cuts Come, Assessment Really Matters