
Please select your course and name from the drop-down menu. If your course or name are incorrect or missing, contact the Curriculum and Assessment Administrative Assistant, 541-506-6037 or swade@cgcc.edu.

BA 205- Business Communication- Bernadine Herlihy-Part A - Spring 2025

*** Part A: Your Plan DIRECTIONS 1. Choose three of your course outcomes to assess and report on this term (these will also be used in your Student Course Evaluation survey): Outcome #1**

Communicate personal and organizational information using standard business document formats and business presentation techniques and tools.

*** Outcome #2**

Research, write, and edit business documents using on-line and library resources and business software applications common to the contemporary business environment.

*** Outcome #3**

Identify and select appropriate technology, including social media and mobile computing, for business communication needs based on the message and audience.

Have you completed an assessment for this course prior to this term?

No

If yes, are you assessing different outcomes?

No

Comments:

(No response)

2. To which degree(s) or certificate(s) does your course map? Degree, Certificate, & Program Outcomes

BUSINESS & ENTREPRENEURSHIP

*** Method of Assessment 3. What methods will be used to assess individual student understanding of each of these outcomes? (Please be specific.) Outcome #1: Method to assess student understanding**

Students will complete individual chapter assignments to practice and apply concepts from the text.

*** Outcome #2: Method to assess student understanding**

Students will complete individual writing assignments to practice and apply course concepts.

*** Outcome #3: Method to assess student understanding**

Students will submit a Final Project which demonstrates understanding and application of course concepts

*** 4. How will you know if you were successful in your efforts to teach this outcome? Outcome #1:**

75% of the class receives a cumulative score of 70% or higher on chapter assignments

*** Outcome #2: How will you know if you were successful in your efforts to teach this outcome?**

75% of the class receives a cumulative score of 70% or higher on writing assignments

*** Outcome #3: How will you know if you were successful in your efforts to teach this outcome?**

75% of class receives a score of 70% or higher on their Final Project submission

5. Instructor Questions: Create two course specific questions to be included on the Student Course Evaluation. Question #1

Is your current ability to communicate confidently and effectively in a professional setting higher than at the beginning of the term?

Question #2

Is your current understanding of business communication higher than at the beginning of the term?

Do you require the names of students who complete the course evaluation survey? (Please note: names will be sent to instructors the Thursday before term ends)

NO

Reminder, when completing Part B, instructors will be asked the following questions: Describe anything you did to assist the institutional effort to support students in improving achievement of the specified criteria for the following Institutional Learning Outcomes (ILO): 1. ILO#1 - Communication - "Content Development" and/or "Control of Syntax and Mechanics" 2. ILO#2 - Critical Thinking/Problem Solving - "Evidence" and/or "identify strategies" 3. ILO#4 - Cultural Awareness - "Openness" (Encouraging our students to "Initiate and develop interactions with culturally different others") 4. ILO#5 - Community and Environmental Responsibility 5. ILO#3 - Quantitative Literacy - "Application/Analysis" and/or "Assumptions"

(No response)