Course Assessment- Part B: Your Results & Analysis COMPLETE #696

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

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

* Part B: Your Results DIRECTIONS 1. Report the outcome achievement data gathered via the assignments, tests, etc. you identified for each outcome (question 3) of your Part A. (Only include data for students who completed the course. Do not include students who withdrew or earned an incomplete) Data for all 3 outcomes should be reported below.

65% of the class received a cumulative score of 70% or higher on chapter assignments.
95% of the class received a cumulative score of 70% or higher on writing assignments.
85% of the class received a score of 70% or higher on their Final Project submission.
85% of the class completed the course with a 70% or higher of the total points possible. 40% received an A, 25% received a B, 20% received a C and 15% received an F.

* Outcome #1

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

* % of students who successfully achieved the outcome (C or above)

65

* Outcome #2

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

* % of students who successfully achieved the outcome (C or above)

95

* Outcome #3

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

* % of students who successfully achieved the outcome (C or above)

85

* ANALYSIS 3. What contributed to student success and/or lack of success?

Based on the scores on chapter assignments, students struggled with careful reading of the text and attention to due dates. They were better able to apply the overall concepts in the writing assignments and final project. Students who utilized the asynchronous options seemed to struggle to meet participation expectations. As the instructor, I could have done more to engage these learners.

* 4. Helping students to realistically self-assess and reflect on their understanding and progress encourages students to take responsibility for their own learning. Please compare your students' perception of their end-of-term understanding/mastery of the three outcomes (found in student evaluations) to your assessment (above) of student achievement of the three outcomes.

The students who responded to the survey seemed to match my overall assessment. Modest improvement in understanding was achieved.

* 5. Did student achievement of outcomes meet your expectations for successfully teaching to each outcome (question 4 from Part A)

Yes

* 6. Based on your analysis in the questions above, what course adjustments are warranted (curricular, pedagogical, student instruction, etc.)?

I would adjust the reading to be more targeted, with additional low stakes assignment related to key skills like scanning, outlining, summarizing, etc. I would consider making these active, in-class exercises, to better engage my remote learners. I would also better assess student writing ability at the beginning of the course and structure my lessons to accommodate more low stakes writing practice throughout.

7. What resources would be required to implement your recommended course adjustments (materials, training, equipment, etc.)? What Budget implications result?

None

* 8. Describe the results of any adjustments you made from the last assessment of this course (if applicable) and their effectiveness in student achievement of outcomes.

NA

9. Describe how you explain information about course outcomes and their relevance to your students.

Course outcomes were included in the syllabus, introduced at the beginning of the term, and referenced at the beginning/end of each unit. In future courses, I will also include the ILOs.

10. Please describe any changes/additions to instruction, curriculum or assessment that you made to support students in better achieving the CGCC Institutional Learning Outcomes: ILO #1: Communication. The areas that faculty are focusing on are: "Content Development"and/or Control of Syntax and Mechanics" and ILO #2: Critical Thinking/Problem Solving. The areas that faculty are focusing on are: "Evidence" (Critical Thinking) and/or "Identify Strategies" (Problem Solving). ILO #4: Cultural Awareness. The area that faculty is focusing on is: "Openness" (Encouraging our students to "Initiate and develop interactions with culturally different others") ILO #5: Community and Environmental Responsibility. ILO#3 - Quantitative Literacy - "Application/Analysis" and/or "Assumptions"

ILO #2: At several points in the course, we discussed how artificial intelligence has impacted modern business communication. I shared podcasts, videos and articles to explore different aspects of generative AI: how knowledge workers can leverage AI, determining whether AI is a credible research source and how to cite it, maintaining academic integrity when using AI, and the importance of critical thinking when evaluating digital information. I also curated a small set of critical thinking resources in our Moodle classroom.