

Assessment Findings

Finding per Measure

Hawaii Pacific University Graduate ILOs with PLOs (Copy 1)

Written Communication

Students will organize their thoughts and feelings, synthesize relevant information and concepts, and effectively, clearly, and persuasively communicate their perspectives through written language.

Outcome: Written communication

4) Communicate effectively by designing and delivering written works and oral presentations to include business reports, academic papers, and research products

▼ **Measure:** MGMT 6020 and MGMT 7002 paper
Course level Direct - Student Artifact

Details/Description:	Students had an assignment in the MGMT 6020 and MGMT 7002 that included writing.
Acceptable Target:	Not set for this cycle, this was in development during this cycle.
Ideal Target:	Not set
Implementation Plan (timeline):	Fall 2016
Key/Responsible Personnel:	MBA task force

Supporting Attachments:

 PLO 4 WRITTEN communication objective.docx (Word Document (Open XML))

Findings for MGMT 6020 and MGMT 7002 paper

Summary of Findings:	MGMT 6020 (practice) Appropriate sources/ref.: Does not meet: 8 (40%) Meets: 10 (50%)
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Exceeds: 2 (10%)
Not simply regurgitating Does not meet: 8 (40%) Meets: 10 (50%)
Exceeds: 2 (10%)
Clarity of conveying Does not meet: 6 (30%) Meets: 12 (60%)
Exceeds: 2 (10%)
Multiple perspectives Does not meet: 11 (55%) Meets: 8 (40%)
Exceeds: 1 (5%)
Audience/culture sensitive Does not meet 6 (30%) Meets: 14 (70%)
Exceeds: 0 (0%)

MGMT 7002 (mastery) (this is for individual artifacts only)
Appropriate sources/ref.: Does not meet: 9 (69%) Meets: 4 (31%)
Exceeds: 0 (0%)
Not simply regurgitating Does not meet: 2 (15%) Meets: 11 (85%)
Exceeds: 0 (0%)
Clarity of conveying Does not meet: 2 (15%) Meets: 11 (85%)
Exceeds: 0 (0%)
Multiple perspectives Does not meet: 11 (85%) Meets: 2 (15%)
Exceeds: 0 (0%)
Audience/culture sensitive Does not meet 2 (15%) Meets: 11 (85%)
Exceeds: 0 (0%)

In the 'practice course' (MGMT 6020) high percentages of students do not meet our standard.

In the 'mastery course' (MGMT 7002) students are doing better on three of the items but they are not meeting the standard in terms of - Student demonstrates consistent use of credible, relevant sources and data that support ideas that are situated within the particular

context (use of and appropriate sources and referencing)
- Student is able to synthesize and integrate information from a variety of sources (include multiple perspectives)

Recommendations:

Improve written communication 'content' (that is reflection on the book and/or other options):
- Standardize paper format (e.g. APA), provide APA manual

Improve coverage of the written communication content:
- Introduce a writing course (for credit or not for credit) or workshop (academic writing)
- Introduce a short course or MOOC on referencing and citation.
- Reinforcement in more courses. With feedback. (each course should have at least one written assignment)
- Have a writing tutor

Improve student learning of the material:
- Set expectations at the beginning of the program, communicate clearly to students what we are evaluating, provide sample papers
- Show example to students before their work so that they can follow the minimum guideline
- In online orientation, assign some small essay(s) for practice
- Have students turn in paper early for review, provide feedback, make them correct it
- Provide more feedback to students. Give two grades in

courses: one for the content, one for the writing elements

- Across the program we need to be firm in multiple perspectives, this relates to citing, referencing
- Emphasize in courses: original thought and synthesis
- Require use of graphs, physical data analysis to back their perspective arguments
- More written assignments and more coordination among instructors (more consistency across courses, current assignments are too easy)

Reflections/Notes:

The previous assessment was based on a 'test' of an assignment from MGMT 6020 (spring 2015). A comparison is not possible at this stage.

Just looking at the data from fall 2016, i.e. after the MBA taskforce decided to enforce the use of a book, there are (still) weaknesses in written communication and it is not clear how well the students have understood the book, e.g. through the online orientation.

- Rubrics topics can be vague which makes assessment difficult.
- Some artifacts were from groups instead of individual students.
- Difficulty in assessing different types of artifacts (MGMT 6020 versus MGMT 7002)
- Automate parts of it.
- Multicultural rubric impossible to assess without context

These Findings are associated with the

following Actions:

Improving written communication

(Action Plan; 2016-2017 Assessment Cycle)

- Action details:
- From the artifacts collected/assessed this term, select examples of 'does not meet', 'meets' and 'exceeds expectations' to improve assessment process
 - Create assessment coordinators rather than core course coordinators
 - o We set the standard for next time: 80% of the students should "meet" or "exceed the requirements" for each of the dimensions on our rubric.
 - o Based on what we learned from the Fall term, we concluded that the students need more practice and that more of the book should be reinforced in our courses. Based on that we decided: There should be one individual

written
assignment in
each section of
the core courses

- ACCT 6000,
ECON 6000, FIN
6000, IS 6005,
MGMT 6000,
MGMT 6020,
MGMT 6330,
MKTG 6000, MS
6000, MGMT
7001 and MGMT
7002.

Instructors are
required to
include the
textbook as a
required text in
their syllabus. This
helps students
who receive
financial aid with
the purchase.

Instructors
should, for
grading, have a
separate
evaluation for the
written
component
(possibly use the
rubric from the
MBA program)
and give
suggestions for
improvement
based on the
textbook

- o For assessment
purposes, the
taskforce will
collect a sample of
these written
assignments and

rate them for our next assessment cycle.

Implementation Plan (timeline): Changes in the action details will be implemented for Fall 2017

Key/Responsible Personnel: MBA program chair, MBA staff

Measures: Fall 2017 assessment cycle

Budget approval required? (describe): NO

Budget request amount: \$0.00

Priority: High

Supporting Attachments:

Overall Recommendations

No text specified

Overall Reflection

No text specified

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