



# Student Learning Assessment Report, Academic

Report Year

Program

Department Head

Submitted By

Previously Submitted Reports

Mission

The Management Department prepares students to manage resources, make informed decisions, and lead with integrity in a complex and increasingly connected world. Management students participate in real-world, applied learning experiences to develop critical competencies that prepare them to serve their organizations and society. Our students graduate with the knowledge and skills needed for successful careers in public, private, and nonprofit organizations, and for graduate education. The Management Department programs provide flexibility for students to pursue their individual interests. Students select electives that allow them to specialize in Applied Leadership, Entrepreneurship and Small Business Administration, International Management, Project Management, Strategic Human Resource Development, and Strategic Management. (Revised October 2020.)

## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

Understand what strategic communication is, how it supports an organization's goals, and why it needs to be a management function.

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

### 3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

- Four exams based on class discussion, lectures, textbook readings
- Four skills development assignments: CEO message for employees, Personal story (written and oral), Press release/tweet, Communication campaign
- Two solo communications commentaries

When does assessment occur?

How often does assessment occur?

Criteria (How do you know students are achieving learning outcome?)

### 4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

class size is 7, with 4 students majoring in Business

### Learning Outcome Met? (Based on Criteria)

Yes

### 5. Use of Results (Discussing/ using results)

The concentration has been removed from the catalog.

## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

2. Identify and create effective communications strategies and plans (e.g. an overall campaign, a CEO statement, a press release, etc.) using the right tactics and platforms to reach your audience and achieve results.

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
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### When does assessment occur?

MGMT 413 Strategic Communication

### How often does assessment occur?

every year

### Criteria (How do you know students are achieving learning outcome?)

100% of students meet or exceed expectations

Exceeds above 90

Meets 70-90

Not meet below 70

### 4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

class size is 7, with 4 students majoring in Business

### Learning Outcome Met? (Based on Criteria)

Yes

### 5. Use of Results (Discussing/ using results)

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## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

3. Develop the technical and interpersonal skills necessary to respond and adapt strategically to the concerns of an organization and its targeted stakeholders.

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
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Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

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### When does assessment occur?

MGMT 413 Strategic Communication

### How often does assessment occur?

every year

### Criteria (How do you know students are achieving learning outcome?)

100% of students met/exceeded expectations

### 4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

class size is 7, with 4 students majoring in Business

### Learning Outcome Met? (Based on Criteria)

Yes

### 5. Use of Results (Discussing/ using results)

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## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

4. Analyze the ethical and professional impact an organization's strategic communications practices have on your audience, your organization and society.

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
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- Discussing/ using result
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### 3. Assessment Procedures (Planning/ determining)

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#### Learning Outcome Met? (Based on Criteria)

Yes

#### 5. Use of Results (Discussing/ using results)

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## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

Be able to analyze an event or issue from a strategic communication standpoint.

### 2. Phase

Check all that apply

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**Learning Outcome Met? (Based on Criteria)**

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**5. Use of Results (Discussing/ using results)**

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# Package History

Date	User	Action
7/24/2023 8:19:19 AM	Paul Thurston	Submitted 'Student Learning Assessment Report'
7/24/2023 8:20:17 AM	Provost and Senior Vice President	Received
7/24/2023 8:20:17 AM	School of Business - Asst. Dean	Received
7/24/2023 8:20:18 AM	Joseph McCollum	Received
7/24/2023 8:20:18 AM	School of Business - Dean	Received
7/24/2023 8:20:18 AM	Joseph McCollum	Received
7/24/2023 8:20:18 AM	School of Science - Asst. Dean	Received
7/24/2023 8:20:18 AM	Institutional Effectiveness	Received
7/24/2023 1:46:22 PM	Margaret Madden	Decision Approved on step 'Provost and Senior Vice President'