

**The University of Scranton
Kania School of Management**

**Assessment Results Report
Undergraduate Program**

Goal: Each student will be an effective communicator with the ability to prepare and deliver oral and written presentations using appropriate technologies

Objective: Students will create well written documents on a business topic.

Assessment Environment: Management 455- Business Policy and Strategy - Professor Goll – Fall 2004

Sample: Includes 37 students in the following majors: Finance:11; Marketing:8; Management: 6; Accounting: 5; Accounting Information Systems: 3; Enterprise Management Technologies: 3, and Electronic Commerce: 1

Assessment Method: Group Written Reports were rated using a Writing Rubric. Individual student writing contributions were scored by volunteer KSOM faculty for Logic & Organization, Language, Spelling and Grammar, Development of Ideas, and Purpose. Rating scale of 0-1, 2-3, 4-5, and 6-7 used with 0-1 being lowest and 6-7 being highest.

Expected Results: The average score for each writing trait should be 3.0 or better. No more than 5% of the students (N=2) should receive a score of less than 2 on any one trait.

Actual Results: The average score for each writing trait was 3.0 or better. Logic & Organization: 3.8; Language: 3.1; Spelling and Grammar: 3.5; Development of Ideas: 4.0; Purpose: 3.9. The number of students who received less than 2 on any trait include: Logic & Organization: 1; Language: 2; Spelling and Grammar: 0; Development of Ideas: 1; Purpose: 2

Use of Results: To be determined