You have 1 past assessment(s) for this course with modifications flagged that need follow-up responses. Please complete the follow-up response before continuing to create a new assessment.

Planned Modifications & Improvements for CAOT 002 - See full assessment below
To improve the students' ability to compose a well-structured memo, the next time the course is taught, the instructor will give a sample of a well-written memo and give the rubric for evaluation to the students in advance. More emphasis will also be placed on how to analyze a business article and summarize the findings with focus on logical organization, coherence, and accuracy.

Have the recommended modifications/improvements been implemented? How have the findings led to improved student learning?

CAOT 002 - Business Communications Assessment

Student Learning Outcome

Assessment Details

<table>
<thead>
<tr>
<th>Year/Semester</th>
<th>Section</th>
<th>Instructor</th>
<th>Class Size</th>
<th>Sample Size</th>
<th>Assessment Method</th>
<th>Evaluation/Instrument</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2010</td>
<td>7097</td>
<td>Flood, P</td>
<td>30</td>
<td>25</td>
<td>Demonstration (practical skill)</td>
<td>Rubric</td>
</tr>
</tbody>
</table>

Assessment Description - Details of the assessment method, i.e. length, Time in semester, Type, etc.
Following instructions on a handout, midsemester Business Communications students were asked to write a clear, logical, smooth-flowing two-page memo report with an introduction and conclusion, in-depth analysis of the case, and present using professional formal and graphical techniques of emphasis.

Related Institutional Learning Outcomes
1) Written and Oral Communication
Students are expected to demonstrate the effective use of written and oral communication to express ideas clearly and effectively. Evidence will be the student’s ability to make a clear, well-organized and well-supported presentation. Students are expected to communicate effectively and use appropriate language and presentation techniques. To achieve this, students are assessed on their ability to communicate effectively and use appropriate language and presentation techniques.