

MANAGERIAL & ORGANIZATIONAL COMMUNICATION PLOs: MULTI-YEAR ASSESSMENT PLAN

PROGRAM LEARNING OUTCOMES (PLOs) FOR COMMUNICATION

Students who complete the program in Managerial & Organizational Communication will be able to:

1. Develop a sophisticated understanding of communication as the negotiation of meaning.
2. Display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.
3. Formulate a thesis, organize a complex idea, and support it with appropriate evidence using proper grammar and punctuation.
4. Demonstrate an ability to present themselves in a professional manner including, resumé, interview skills, and presentations.
5. Demonstrate an understanding and ability to work collaboratively in a group.
6. Analyze and conduct original communication research (quantitative and qualitative) using scholarly journals, data bases, and collecting and analyzing empirical data.
7. Demonstrate an understanding of basic theoretical concepts relative to organizational behavior including scientific management, systems theory, and organizational culture.
8. Integrate a Christian perspective of values and ethics in their communication in interpersonal, small group organizational and intercultural contexts.
9. Develop an awareness of multiple approaches to leadership and develop a personal leadership philosophy.

GELQ: Annual assessment of “1b. Oral: Students will be able to effectively express ideas and information to others through oral communication” in COM 100.

WSCUC Core Competencies: Annual assessment of WSCUC Core Competencies will occur in COM 485 Communications, Value, and Society.

Oral Communication and Information Literacy: COM 485 signature assignments

Written Communication, Critical Thinking, and Quantitative Reasoning: ETS Proficiency Profile administered by IE Office in COM 485

OUTCOME	COURSE	ACTIVITY	MEASURE	CRITERIA FOR SUCCESS**	WHO WILL MEASURE	WHEN
MOCM PLO 1. Develop a sophisticated understanding of communication as the negotiation of meaning.	COM 465	Communication Essay	MOCM PLO 1 Rubric Direct Evidence	70% Good or Excellent	<i>Forward*</i>	12-13 15-16 18-19

OUTCOME	COURSE	ACTIVITY	MEASURE	CRITERIA FOR SUCCESS**	WHO WILL MEASURE	WHEN
MOCM PLO 2. Display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.	COM 465	Poster Session	MOCM PLO 2 Rubric Direct & Indirect Evidence	70% Good or Excellent	Birdsell	12-13 15-16 18-19
MOCM PLO 3. Formulate a thesis, organize a complex idea, and support it with appropriate evidence using proper grammar and punctuation.	COM 330	Persuasion Essay	MOCM PLO 3 Rubric Direct Evidence	70% Good or Excellent	<i>Czech*</i>	12-13 15-16 18-19
MOCM PLO 4. Demonstrate an ability to present themselves in a professional manner including, resume, interview skills, and presentations.	COM 422	Resumé	MOCM PLO 4 Rubric Direct Evidence	70% Good or Excellent	Newman	13-14 16-17 19-20
	COM 260	Interview	MOCM PLO 4 Rubric Indirect Evidence	70% Good or Excellent	OSV (Collected by Newman)	
MOCM PLO 5. Demonstrate an understanding and ability to work collaboratively in a group.	COM 421	Intern Evaluation	Internship Rubric Indirect Evidence	70% at or above 3.0 out of 5.0	Newman	13-14 16-17 19-20

OUTCOME	COURSE	ACTIVITY	MEASURE	CRITERIA FOR SUCCESS**	WHO WILL MEASURE	WHEN
MOCM PLO 6. Analyze and conduct original communication research (quantitative and qualitative) using scholarly journals, data bases, and collecting and analyzing empirical data.	COM 260	Research Methods	MOCM PLO 6 Rubric Direct Evidence	70% Good or Excellent	<i>Czech*</i>	13-14 16-17 19-20
MOCM PLO 7. Demonstrate an understanding of basic theoretical concepts relative to organizational behavior including scientific management, systems theory, and organizational culture.	COM 422	Capstone Essays	MOCM PLO 7 Rubric Direct Evidence	70% Good or Excellent	<i>Czech*</i>	14-15 17-18 20-21
MOCM PLO 8. Integrate a Christian perspective of values and ethics in their communication in interpersonal, small group organizational and intercultural contexts.	COM 345	Ethics Essay	MOCM PLO 8 Rubric Direct Evidence	70% Good or Excellent	<i>Forward*</i>	14-15 17-18 20-21
	COM 422	Community Services	MOCM PLO 8 Rubric Direct Evidence	80% Good or Excellent	Community	
MOCM PLO 9. Develop an awareness of multiple approaches to leadership and develop a personal leadership philosophy.	COM 345	Leadership Philosophy	MOCM PLO 9 Rubric Direct Evidence	70% Good or Excellent	<i>Forward*</i>	14-15 17-18 20-21
	COM 422	Leadership Philosophy	MOCM PLO 9 Rubric Direct Evidence	70% Good or Excellent	Newman	

*Faculty re-assignment pending; prior faculty listed for reference.