

Review of Performance: EN/BU 121, Business Communication; FALL 2012, 38 students
 (TTH @12:30 and 2:00pm)
 Submitted by: Resida S. Keller

| SLO# | Program SLO# | I, D, M 12:30/2:00 | ILOs | Reflection/Comment |
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| 1.1 Define and identify elements of proper letter style, produce properly formatted correspondence and create presentations using applicable software. | Business #4 | I=6 D=21 M=11 | A,b,c,d,e | <p>Students completed a handout after reading material from their text about elements of style; had a quiz on identifying good letter style.</p> <p>Students completed a handout after reading material from their text about letter formatting.</p> <p>For the two major presentations that the students performed (mid-term and final exam period), students had to demonstrate proper formatting guidelines for presentations and had to use powerpoint software.</p> |
| 1.2 Identify and use the different parts of a letter and the different types of letter arrangement styles for business correspondence. | Business #4 | I=5 D=14 M=19 | A,b,c,d | <p>Students completed a quiz and performed activities identifying parts of a letter and different letter arrangement styles after reading material about these topics from their texts.</p> <p>Students wrote various letters applying the letter arrangements styles and utilizing proper parts of a business letter.</p> |
| 1.3 Demonstrate the proper use of grammar, mechanics, syntax in business correspondence and be able to utilize | Business #4 | D=28 M=10 | A,b,c,d | <p>Students completed a presentation on grammar usage in groups and took a grammar review test to brush up on grammar skills. All letters and presentations were peer edited and revised for grammatical correctness and were assessed on this also.</p> |

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| appropriate software in revision and editing. | | | | |
| 2.1 Utilize appropriate telephone communication skills including answering calls, making calls, taking messages, handling problems, recording messages for voicemail and answering devices. | Business #4 | D=28 M=10 | A,b,c,d,e | <p>Students were required to perform mock telephone conversations for different scenarios to demonstrate proper telephone etiquette skills.</p> <p>Students completed quizzes, activities and worksheets on telephone usage, message taking and creating; had to demonstrate problem-solving skills when facing different telephone scenarios.</p> |
| 2.2 Respond and reply to business email communications following established etiquette for email. | Business #4 | D=29 M=9 | A,b,c,d | <p>Students had to respond to and send in to instructor and peers three emails for three different situations, utilizing proper email etiquette.</p> <p>Students completed quiz and worksheet on proper email etiquette and did research/surveys to identify email problems among students, faculty and staff.</p> |
| 2.3 Demonstrate appropriate communication skills for employment including interviewing, filling out job applications, creating resumes, application letters, | Business #4 | D=20 M=18 | A,b,c,d,e | <p>Students had to go through the entire employment process from the initial job search, creating resumes and letters of application, applying for a job, performing in a mock interview, filling out applications, and following up on the interview.</p> <p>Students watched a video on appropriate interviewing skills and cultural differences in communicating with people from different places.</p> |

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| and other employment correspondence for various business settings within specified intercultural situations. | | | | Discussion and quiz on appropriate behaviors in the employment process and gender/cultural communication differences. |
| 2.4 Produce appropriate minutes from meetings, write memos and respond to formal requests and inquiries as appropriate for a variety of situations/scenarios. | Business #4 | D=25 M=13 | A,b,c,d,e | Students compiled memos and minutes as both part of a mock committee and individually as assignments. Students submitted formal request and inquiry letters for various situations; students did presentation on appropriate writing of such letters. |
| 2.5 Give formal presentations of reports, proposals and/or business plans using visual aids and applicable software | Business #4 | D=26 M=12 | A,b,c,d,e | Students completed two formal reports for the semester: a proposal and a business plan and were required to follow appropriate report formatting and guidelines and were required to perform in presentations about the two reports. Usage of visual aids and powerpoint presentation was a required part of the presentation. |
| 2.6 Demonstrate and utilize persuasive communication as appropriate for advertising, public relations and news | Business #4 | D=26 M=12 | A,b,c,d,e | Students completed a handout after reading material from their text about sales, public relations and news releases. Students submitted complete letters for various situations demonstrating their ability to be persuasive in their communications; |

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| releases within specific business and intercultural situations. | | | | Students had to ‘sell’ their business plan idea in a formal presentation to ‘investors’ as their final exam presentation. |
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Additional observations: Students who had done well in BU 101 were able to perform well in this class as some concepts and tasks that had been introduced in BU 101 were reinforced and practiced more; students enjoyed the hands-on practice that was provided for in this class.

Special comments: Grade distribution: A=0; B=24; C=13; D=1

Recommendations: Students need to at least have completed EN 120a as this course requires a lot of extensive writing and critical thinking for problem-solving within different business –related scenarios.

Institution Learning Outcomes: (see fourth column above)

COM-FSM graduates will demonstrate that they can:

- _____ a. communicate effectively
- _____ b. employ critical thinking [& problem solving]
- _____ c. possess specific knowledge and skills in a major discipline or professional program of study
- _____ d. take responsibility and develop skills for learning
- _____ e. interact responsibly with people, cultures, and their environment

Signature: _____

Resida S. Keller, Instructor

Date: Dec. 21, 2012