General Education Annual Course Assessment Form

Course Number/Title: LLD 100WB  
GE Area: Z

Results reported for AY 2013-2014  
# of sections: 14 (Fourteen)  
# of instructors: 6 (Six)

Course Coordinator: Dr. Stefan Frazier  
E-mail: Stefan.Frazier@sjsu.edu

Department Chair: Dr. Swathi M. Vanniarajan  
College: Humanities & the Arts

Instructions: Each year, the department will prepare a brief (two page maximum) report that documents the assessment of the course during the year. This report will be electronically submitted, by the department chair, to the Office of Undergraduate Studies, with an electronic copy to the home college by October 1 of the following academic year.

Part 1

To be completed by the course coordinator:

1. What SLO(s) were assessed for the course during the AY?

   SLO 1: Refine the competencies established in Written Communication 1A and 1B

2. What were the results of the assessment of this course? What were the lessons learned from the assessment?

   Out of the 356 students assessed,

   - 156 (44%) mastered the SLO at a higher level (averaging B + or better)
   - 161 (45%) mastered the SLO at an average level (averaging between C and a B)
   - 39 (11%) mastered the SLO or did so at a marginal level (C minus or below)

   SLO # 1 was evaluated by a variety of assignments. The assignments ranged from a professional bio, a series of online discussion posts and formal messages for both academic and business audiences, two analytical reports (one individual, one group), two business letters, and oral presentations. Apart from these, students were also required to write an individual research paper, to engage in a group research project, and give presentation on the use of social media in the business world. Students who mastered the SLO at a higher level demonstrated skills in effective paragraph organization, well-constructed sentence structures and arguments, and highly developed topic development. They also cited required sources. Students who failed to master the SLO demonstrated poorly organized paragraphs with illogical sequencing of ideas in at least 3 or more assignments. Their statements in the reports were also inadequate to convey the required information.

3. What modifications to the course, or its assessment activities or schedule, are planned for the upcoming year? (If no modifications are planned, the course coordinator should indicate this.)

   For Fall 2014 and Spring 2015, the instructors will work on revising assignments to fully reflect business genres, e.g. replacing one of the analytical report assignments with a business proposal. In
addition, students will also be given real life case study reports to understand how business reports are written in real business world (i.e., to gain metalinguistic awareness of genre required to write business reports).

Part 2

To be completed by the department chair (with input from course coordinator as appropriate):

(4) Are all sections of the course still aligned with the area Goals, Student Learning Objectives (SLOs), Content, Support, and Assessment? If they are not, what actions are planned?

**Chairs’ comments:** Yes, all of the sections are well aligned in terms of SLOs, content, support and assessment.

(5) If this course is in a GE Area with a stated enrollment limit (Areas A1, A2, A3, C2, D1, R, S, V, & Z), please indicate how oral presentations will be evaluated with larger sections (Area A1), or how practice and revisions in writing will be addressed with larger sections, particularly how students are receiving thorough feedback on the writing which accounts for the minimum word count in this GE category (Areas A2, A3, C2, D1, R, S, V, & Z) and, for the writing intensive courses (A2, A3, and Z), documentation that the students are meeting the GE SLOs for writing.

Not applicable as each section has an enrollment cap of 25 students only.