

**B.A. IN ORGANIZATIONAL MANAGEMENT (BAOM)
GENERAL EDUCATION 2016-2017**

Learning Outcome:

GELO 1a Written: Students will be able to effectively express ideas and information to others through written communication.

Outcome Measure:

ETS Proficiency Profile Exam

Criteria for Success (how do you judge if the students have met your standards):

65% of the students will be marginal or proficient at Level 2 Writing.

Aligned with DQP Learning Areas (circle one or more but not all five):

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

Longitudinal Data:

| | Percentage of Students Marginal or Proficient | | | | |
|------------------------------------------------|-----------------------------------------------|------------|------------|------------|--------------|
| | 2012-13 | 2013-14 | 2014-15 | 2015-16 | 2016-17 |
| ETS Proficiency Profile Level 2 Writing | N/A | N/A | N/A | N/A | 75.0% |

Conclusions Drawn from Data:

75.0% of BAOM seniors met or exceeded the 65% criteria for success in Writing.

Changes to be Made Based on Data:

No changes to be made.

Rubric Used

No rubric. We use the ETS Proficiency Profile test results.