Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: public speaking
students will apply the basic tenants of good public speaking through the presentation of a persuasive speech. This will also include visual communication through the creation and use of visual presentation aids.

Connected Document
speech rubric

Relevant Associations:
Standard Associations
New Core Component Areas
1 Communication (COM)

General Education/Core Curriculum Associations
3 Communication: Students will develop written and oral presentations that are clear, precise, organized, efficient and appropriately adapted to audience and purpose.

Related Measures
M 1: speaking measure
students will develop and present a persuasive speech, including appropriate visual presentation aids. This will be measured using an associated public speaking rubric.
Source of Evidence: Presentation, either individual or group

Connected Document
speech rubric

Target: 70 percent of students will achieve 70 percent or higher on the rubric

SLO 2: teamwork
students will demonstrate teamwork through the creation of a business portfolio and group presentation

Connected Document
teamwork/peer eval rubric

Relevant Associations:
Standard Associations
New Core Component Areas
1 Communication (COM)

General Education/Core Curriculum Associations
4 Teamwork: includes the ability to collaborate effectively, consider different points of view, and work with others to support a shared purpose or goals.

Related Measures
M 2: teamwork presentation
students will enact appropriate teamwork through a group presentation. The success of the presentation will be measured using a rubric.
Source of Evidence: Presentation, either individual or group

Target: 70 percent of students will achieve 70 percent or higher on the teamwork rubric

M 3: teamwork evaluations
students will show an understanding of teamwork by applying the basic information in peer evaluations of their team members
Source of Evidence: Written assignment(s), usually scored by a rubric

Target: 70 percent of students will execute appropriate peer evaluations.

SLO 3: critical thinking
students will compose a series of appropriate questions and assess the quality of answers during an interview assignment.

Relevant Associations:
Standard Associations
New Core Component Areas
1 Communication (COM)

General Education/Core Curriculum Associations
1 Critical Thinking: Students will apply critical thinking appropriately to identify, analyze and resolve complex
Related Measures

**M 4:** critical thinking interview
students will develop questions and assess responses during an interview assignment
Source of Evidence: Project, either individual or group
Connected Document interview rubric

Target: 70 percent of students will achieve 70 percent or higher on the evaluation of their interview assignment
Connected Document interview rubric

**SLO 4:** personal responsibility
students will demonstrate the understanding of personal responsibility through the development and presentation of a motivated sequence speech.
Connected Document speech rubric

Relevant Associations:

- **Standard Associations**
  - New Core Component Areas
  - Communication (COM)
  - General Education/Core Curriculum Associations
  - Ethical reasoning and action: includes the ability to connect choices and actions to ethical reasoning.

Related Measures

**M 5:** persuasive speech
a rubric will be utilized to assess the students’ success in exploring choices and developing consequences in a persuasive speech
Source of Evidence: Presentation, either individual or group
Connected Documents personal responsibility rubric speech rubric

Target: 70 percent of students will achieve 70 percent or better on the associated rubric
Connected Document personal responsibility rubric

**M 6:** personal responsibility test
students will demonstrate an understanding of personal responsibility through a section of the final exam dealing with First Amendment rights and intellectual property rights
Source of Evidence: Standardized test of subject matter knowledge
Target: 70 percent of students will earn 70 percent or higher on the portion of the exam dedicated to personal responsibility issues