

Students' Oral Presentation Skills

College of Business and Economics - International Business BA

Step 1: Student Learning Outcome

Demonstrate effective oral presentation skills.

Step 2: Methods and Measures

Presentation in MGMT 480 Capstone course - SPEAKS Rubric and PitchVantage software (used for the online format in Spring 2021 but discontinued afterwards). Indirect assessment data are obtained via a survey conducted in the MGMT 480 course at the end of the semester.

Step 3: Criteria for Success

At least 70% of students will obtain an overall minimum of "average" score (70%) across all the traits identified in the rubric used.

Step 4: Results

Sections and number of students assessed:

- BUAD 301: 19 (out of 38) sections, 231 students (out of approximately 934)
- MGMT 480: 1 (out of 1) section, 14 students (out of 30)

Instructors in selected BUAD 301 and MGMT 480 sections required students to make presentations according to existing task assignments, but with the addition of two requirements:

- a. Students were asked to dress in business casual attire.
- b. Students needed to speak individually for a minimum of three minutes.

In addition, MGMT 480 sections recorded presentations, while BUAD 301 presentations were evaluated live.

Evaluators were hired from among CSUF's graduate student population and were trained using the SPEAKS module developed approximately 2010. Evaluators visited BUAD 301 classrooms to watch presentations live, they also watched videos of MGMT 480 presentations. All evaluations were scored using the SPEAKS rubric.

Students were rated using a specialized version of the rubric normally used in BUAD 301 courses. Student presentations were evaluated for speaking and performance skills only. Traits examined were Structure (organization of content), Personal Appearance (attire), Eye Contact (engagement with audience), Articulation (voice), and Kinetics (body language). Students were rated on a 4-point scale for each trait (half-points were also allowed).

Students have met the target of 70% scoring average (2) or higher across all MGMT 480 sections. In fact, approximately 95% of students engaged in the assessment met the target.

This is the first time we have used this specific assessment measure in a pre-/post-test structure. We've run this assessment multiple times in BUAD 301 alone since 2007. However, the overall average score for BUAD 301 is the lowest we've seen since 2007. Speculation about the causes focuses on the impacts of the pandemic and on increased emphasis on online presentations. Such presentations require a different set of guidelines. This particular issue was even more visible in MGMT 480 sections where all of the presentations were recorded or online. Rubric traits most involved were eye contact, body language, and personal appearance.

Step 5: Improvement Actions

- Review curriculum map to identify areas of improvement throughout the program before the next assessment cycle in 2 years.
- Review the performance standard via discussion with department faculty and CBE assessment committee.
- Share results with department faculty and assessment committee to seek feedback.
- Next assessment scheduled for Spring 2025.