

ASSESSMENT REPORT

California State University East Bay
College of Business and Economics

Summary

Program	MS in Accountancy (MSA) Program
Learning Goal	4 - Students who graduate will be able to communicate effectively and professionally.
Learning Objective	4B - Build oral communication skills to deliver a well-organized, informative, and persuasive oral presentation within a professional context.

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Oral Communication Rubrics



		(6-8) Exceeds Expectations	(3-5) Meets Expectations	(0-2) Below Expectations
Trait #1 Trait #2 Trait #3	<i>Organization</i>	<ul style="list-style-type: none">- Clear opening statement that catches audience- Material presented in logical order- Conclusion follows supporting information	<ul style="list-style-type: none">- Opening statement is relevant to topic- Generally well organized- Adequate conclusion provided	<ul style="list-style-type: none">- Inadequate opening statement- Material not presented in logical order or loses focus- Missing or poor conclusion
	<i>Subject Knowledge</i>	Demonstrates a superior understanding of material	Adequately explains material	Does not explain material adequately
	<i>Graphics (Visual Aid)</i>	Creative, readable, professional; well planned and integrated in		