



Central  
Arizona  
College



# Baseline Assessment

**Assessment Reporting Form:** This report is to show that academic assessment is occurring and that the results are being used to make changes to improve student learning. The assessment being reported relates to Measurable Student Level Outcomes (MSLOs). This Baseline Assessment Reporting Form shows the percentage of students who are proficient in the student learning outcome(s) assessed and identifies improvements that will be made to increase that percentage.

**Course being assessed -**

BUS 207 Business Communications

**Term in which assessment was completed (baseline) -**

Spring 2025

**Please provide the name of the assessment and a description of its type (multiple-choice quiz, essay aligned with rubric, performance exam, etc.).**

Integrated Communication Plan (Final Project) Deliverables 1-3

**What is the targeted proficiency level for this assessment?**

80

**How many faculty members administered the assessment?**

1

**How many sections were included in the assessment?**

1

**How many students participated in the assessment?**

4

**Term in which follow-up assessment will be completed**

Spring 2026

**What efforts and/or changes will be made based on the results of the baseline data? Check each that will**

Enhance student learning by adding additional instruction to the course i.e. lecture, PowerPoint, video, etcetera.

**List the first MSLO that was assessed -**

3. Plan, write, revise and deliver oral, written, and digital business communications.

**Which Common Student Learning Outcome(s) does this MSLO align with?**

Integrative Knowledge; Personal & Professional Skills

**How many students demonstrated proficiency on this MSLO?**

3

**List the second MSLO that was assessed (if applicable)**

4. Assess a situation, determine and convey routine messages, positive messages, negative messages, and

**Which Common Student Learning Outcome(s) does this MSLO align with?**

Integrative Knowledge; Personal & Professional Skills

**How many students demonstrated proficiency on this MSLO?**

3

**List the third MSLO that was assessed (if applicable)**

6. Plan, write, revise and present written and oral business reports incorporating critical-thinking arguments as well as demonstrating acceptable business ethics and standards.

**Which Common Student Learning Outcome(s) does this MSLO align with?**

Personal & Professional Skills; Reasoning Skills

**How many students demonstrated proficiency on this MSLO?**

3

**List the fourth MSLO that was assessed (if applicable)**

9. Create salutations and closings (both oral and written) acceptable to business organizations.

**Which Common Student Learning Outcome(s) does this MSLO align with?**

Integrative Knowledge; Personal & Professional Skills

**How many students demonstrated proficiency on this MSLO?**

3