



Report Parameters

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Outcome Space: **Program - TMU BS in Business Administration - Public Relations**

Level: **Program**

Term: **2024 Fall TMU Trad, 2024 Spring TMU Trad and 2 more...**

Program: **TMU BS in Business Administration - Public Relations**

Student Minor: **No records found!**

Student Concentration: **No records found!**

Detail Level: **Learning Indicator**

Campus Code: **No records found!**

Delivery Mode: **No records found!**

| Outcome Set | Outcome Code | Outcome Description | Total Assessments | Outcome Rubric Distribution | Success |
|------------------------------------------------------|--------------------|---------------------------------------------------------------------------------------------------|-------------------|-------------------------------------------------------|---------|
| TMU BS in Business Administration - Public Relations | U.BS.BUS.PR.01 | Demonstrate a basic working knowledge of public relations theory. | | | |
| | U.BS.BUS.PR.1.PI03 | The student effectively relates his/her internship experience to basic public relations theories. | 17 | <div><div></div><div>94.1%</div><div>5.9%</div></div> | 100 % |
| | U.BS.BUS.PR.1.PI02 | Demonstrates quality of work including appropriate application of PR theory and principles. | 17 | <div><div></div><div>94.1%</div><div>5.9%</div></div> | 100 % |
| | U.BS.BUS.PR.1.PI01 | Demonstrates a level of responsibility in the expected requirements of the internship. | 17 | <div><div></div><div>94.1%</div><div>5.9%</div></div> | 100 % |

| Outcome Set | Outcome Code | Outcome Description | Total Assessments | Outcome Rubric Distribution | Success |
|------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------|-----------------------------|---------|
| Average Student Performance Level across all PIs | | | 51 | 94.1% 5.9% | 100 % |
| TMU BS in Business Administration - Public Relations | U.BS.BUS.PR.02 | Demonstrate basic public relations skills within an organizational setting. | | | |
| | U.BS.BUS.PR.2.PI01 | Demonstrates level of responsibility in the expected requirements of the internship. | 17 | 94.1% 5.9% | 100 % |
| | U.BS.BUS.PR.2.PI02 | Demonstrated positive attitude toward work. | 17 | 94.1% 5.9% | 100 % |
| | U.BS.BUS.PR.2.PI03 | Demonstrated quality of work including appropriate application of PR theory and principles. | 17 | 94.1% 5.9% | 100 % |
| Average Student Performance Level across all PIs | | | 51 | 94.1% 5.9% | 100 % |
| TMU BS in Business Administration - Public Relations | U.BS.BUS.PR.03 | Demonstrate the ability to make effective written and oral presentations using both logical and persuasive reasoning. | | | |
| | U.BS.BUS.PR.3.PI02 | Goals and objectives for the sales presentation are made clear. | 196 | 97.4% 1.5% 1.1% | 99 % |
| | U.BS.BUS.PR.3.PI01 | Adequacy of shape and structure of the student's written report. | 196 | 97.4% 1.5% 1.1% | 99 % |

| Outcome Set | Outcome Code | Outcome Description | Total Assessments | Outcome Rubric Distribution | Success |
|--------------------------------------------------|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------------------------|---------|
| | U.BS.BUS.PR.3.PI03 | Student's ability to analyze, interpret and summarize sales problem-related information. | 196 | <p>97.4%</p> | 99 % |
| | U.BS.BUS.PR.3.PI04 | Report and presentation use relevant logical arguments and appropriate examples. | 196 | <p>97.4%</p> | 99 % |
| | U.BS.BUS.PR.3.PI05 | Presentation incorporates various aspects of nonverbal communication, including intonation, pause, gesture, and body language. | 196 | <p>97.4%</p> | 99 % |
| | U.BS.BUS.PR.3.PI06 | Report and presentation presents information, ideas, positions, or opinions in a manner that reflects the virtues of clarity, concision, accuracy, and persuasion. | 196 | <p>97.4%</p> | 99 % |
| Average Student Performance Level across all PIs | | | 1176 | <p>97.4%</p> | 99 % |
| Average Student Performance Level across all PIs | | | 1278 | <p>97.2%</p> | 99 % |