

**University of Dayton School of Business Administration  
Assessment Results 2008**

**EXHIBIT 4: UG Objective 3b Results  
Proficiency in written communications**

MGT 201 Term Paper – Written Communication: Students write a persuasive, position paper that shows the impact of a law or laws on the conduct of businesses

**Fall & Winter 2007-08  
Sample Size: 275 students**

<b>Traits</b>	<b>Unsatisfactory (1)</b>	<b>Satisfactory (2)</b>	<b>Good (3)</b>	<b>% Rated 2 or 3 (Target 70%)</b>
Provides clear introduction and background	21 (8%)	122 (44%)	132 (48%)	92%
Demonstrates knowledge and understanding of the discipline-related concepts and issues*	37 (13%)	132 (48%)	106 (39%)	87%
Uses internally consistent arguments	29 (11%)	111 (40%)	135 (49%)	89%
Organizes arguments in a logical manner	31 (11%)	113 (41%)	130 (47%)	89%
Applies law to facts appropriately*	51 (22%)	106 (45%)	80 (34%)	78%
Draws conclusions that are consistent with arguments and analysis	21 (8%)	130 (47%)	124 (45%)	92%
Uses acceptable style and grammar	32 (12%)	121 (44%)	122 (44%)	88%
Documents sources effectively	24 (9%)	126 (46%)	125 (45%)	91%

\* These traits reflect substantive knowledge more than written communication skills