SDSU
San Diego State University

Curriculum, Assessment and Accreditation
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Information Systems (MS) – FCB

Director/Chair: Dr. Bongsik Shin

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Step 1: Student Learning Outcome

DLO 2.2: Write effective business communication.

Step 2: Assessment Methods and Measures

Embedded questions in a case study exam.

Step 3: Criteria for Success

80% of the students perform at the level of "Meets" or "Exceeds Expectations".

Step 4: Summary of Results

4 of 5 (80%) students assessed with a case exam passed this DLO Case question with Meets Expectations (3) or Exceeds Expectations (1). DLO 2.1 was assessed in MIS 790 taught by Reinig in Fall 2025. The first case on the exam was used and was titled "Aztecs BrightWave Logistics". The question for DLO 2.1 was "If you were presenting your findings to Aztec BrightWave's leadership team, how would you structure your communication (written and oral) to ensure clarity, professionalism, and impact?" There was a second case (Aztec Bank - Integrating Generative AI in Traditional Banking) and 4 of 5 students met expectations (2) or exceeded expectations (2) on that case.

Step 5: Action Plan

The MIS faculty discussed this DLO at great length in a department meeting in the context of ensuring that MSIS students are able to present in writing as business professionals.