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| 1. | Record Nr. | UNISA990005436130203316 |
| | Autore | CHANDLER, Alfred Dupond Jr. |
| | Titolo | The visible hand : the managerial revolution in american business / Alfred D. Ch andler, Jr |
| | Pubbl/distr/stampa | Cambridge : The Belknap Press, copyr. 1977 - 607 p. ; 24 cm |
| | Disciplina | 658.4 |
| | Collocazione | 600 658.4 CHA |
| | Lingua di pubblicazione | Inglese |
| | Formato | Materiale a stampa |
| | Livello bibliografico | Monografia |
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| 2. | Record Nr. | UNINA9910974232403321 |
| | Titolo | Assessing media education : a resource handbook for educators and administrators / / edited by William G. Christ |
| | Pubbl/distr/stampa | Mahwah, N.J., : L. Erlbaum, 2006 |
| | ISBN | 1135606358
020393315X
1410614425
1281076007
1135606366
9786611076009
1429462833 |
| | Edizione | [First edition.] |
| | Descrizione fisica | 1 online resource (601 pages) |
| | Collana | LEA's communication series |
| | Altri autori (Persone) | ChristWilliam G |
| | Disciplina | 302.23/071/1 |
| | Soggetti | Mass media - Study and teaching (Higher) - Evaluation |
| | Lingua di pubblicazione | Inglese |
| | Formato | Materiale a stampa |
| | Livello bibliografico | Monografia |
| | Note generali | Description based upon print version of record. |
| | Nota di bibliografia | Includes bibliographical references and indexes. |
| | Nota di contenuto | Front cover; Contents; Preface; PART I: DEVELOPING THE ASSESSMENT PLAN; Chapter 1. Introduction: Why Assessment Matters; Chapter 2. |

Developing the Assessment Plan; Chapter 3. Mission Statements; PART II: DEVELOPING STUDENT LEARNING OUTCOMES; Chapter 4. Law and Policy; Chapter 5. History; Chapter 6. Diversity; Chapter 7. Production and Graphics; Chapter 8. Ethics; Chapter 9. Critical Thinking; Chapter 10. Research and Information Gathering; Chapter 11. Media Writing; Chapter 12. Reporting and Editing; Chapter 13. Math and Statistics; Chapter 14. Public Relations; Chapter 15. Advertising; PART III: MEASURING STUDENT LEARNING OUTCOMES Chapter 16. Indirect Measurements: Institutional Data, Surveys, Interviews, and Advisory Boards; Chapter 17. Indirect Measures: Internships, Careers, and Competitions; Chapter 18. Direct Measures: Examinations; Chapter 19. Direct Measures: Embedded "Authentic" Assessment; Chapter 20. Direct Measures: Portfolios; Chapter 21. The Capstone Course; PART IV: USING ASSESSMENT: CASE STUDIES; Chapter 22. University of Minnesota; Chapter 23. Arizona State University; Chapter 24. Virginia Commonwealth University; Chapter 25. Zayed University; Chapter 26. Reflections on the Impact of Assessment on Accreditation: Foxes and Henhouses; Author Index; Subject Index.

Sommario/riassunto

This component of Assessing Media Education is intended for those who would like to know how other schools have grappled with implementing assessment initiatives, and who have used assessment to improve their programs.
