



COLLEGE OF MANAGEMENT WRITING ASSESSMENT [CMWA]

The assessment of this test will determine whether a student should register for BC 230 or BC 290. Both courses address the integration of written managerial communication and critical analysis. BC 230 is a more intensive preparation for the challenges of BC 290.

BC 290 PRE-REQUISITES: Effective immediately, in order to take BC 290, all students must have taken: *This policy applies to CM and non-CM students alike.*

- 30 credits
- ENGL 101 and 102
- The CMWA - College of Management Writing Assessment Exam

TO SIGN UP FOR THE ASSESSMENT: The assessment will take place on Blackboard* therefore you must be enrolled into the Blackboard course site to sign up for a test date/time. It is the students' responsibility to request enrollment via email (not in person or over the phone), to take the CMWA. To do this, send an email to CMWA@umb.edu with the subject line "Registration" including the following information, in the order in which it's listed here:

- 1) Name (first, last)
- 2) UMS ID number
- 3) UMB email account username
- 4) UMB College (CM, CLA, CSM, CNHS, non-degree)

Students must activate their UMass Boston Live@EDU email account prior to logging into their Blackboard account. Help is available by emailing itservicedesk@umb.edu or calling 617-287-5220 (8 AM – 6 PM, Mon. – Fri.) or go to: <http://uc.umb.edu/dl/login/OnlineCourseLogin.pdf>

Once you are active on the CMWA Blackboard account (which will be available to you 48 hours after you make your request), you MUST select a test date. When you log on, you will see the current availability.

YOU CANNOT JUST SHOW UP AT A TEST WITHOUT REGISTERING ON BLACKBOARD FIRST
as a test account will not have been created for you, and requires 48 hours to be created.

CMWA TEST DATES • SPRING 2012

Monday, February 27	3:00-5:00 PM	Testing Center	Saturday, March 24	10:30 AM- 12:30 PM	Testing Center
Thursday, March 1	12:00-2:00 PM	Testing Center	Monday, March 26	2:00-4:00 PM	Testing Center
Saturday, March 3	10:30 AM -12:30 PM	Testing Center	Tuesday, March 27	1:00-3:00 PM	Testing Center
Tuesday, March 6	3:00-5:00 PM	Testing Center	Friday, March 30	12:30-2:30 PM	Testing Center
Saturday, March 10	10:30 AM -12:30 PM	Testing Center	Thursday, April 5	11:30AM -1:30 PM	Testing Center
Tuesday, March 20	5:00-7:00 PM	Testing Center	Wednesday, April 25	2:00-4:00 PM	Testing Center
Wednesday, March 21	1:00-3:00 PM	Testing Center	Saturday, April 28	10:30 AM -12:30 PM	Testing Center

Exams are 2 hours long and students will need to arrive at the Testing Center at the starting time of the exam session to be able to take the exam.

There will be a VERY limited number of test dates available during May or over the summer.
IT IS STRONGLY RECOMMENDED THAT YOU TAKE A TEST NOW!

Exams take up to 48 hours to grade. Results will be posted on Blackboard as soon as they are available.
Students must attend the first day of the BC course in order to stay registered for the course.

***Registered students can access the exam on Blackboard in the Testing Center.**

THIS IS A PROCTORED EXAM. STUDENTS WILL NOT BE ALLOWED TO TAKE THE EXAM UNDER NONPROCTORED CONDITIONS OR WITHOUT HAVING REGISTERED PRIOR TO THE EXAM.

For questions regarding reservations, email:
For questions regarding the CMWA and placement process, contact:

The CMWA Program at CMWA@umb.edu
Kathryn Archard, CM Writing Program Director: kathryn.archard@umb.edu

SAMPLE

The assessment test has been changed to identify those students who may need more time to review and develop English grammar and fundamental writing skills. The test will take place on Blackboard therefore **you must have a Blackboard account set up 48 hours prior to the exam date. If you do not have a Blackboard account you must contact IT by emailing itservicedesk@umb.edu or calling 617- 287-5220 (8 AM – 6 PM, Monday – Friday).**

The exam will consist of 50 multiple-choice questions (1 point each) and one (1) mini business case paragraph response worth ten points. You must score 40 or better out of 50 on the multiple-choice questions **as well as** an 8.0 or better out of 10 points for the written paragraph response to be eligible to register for BC 290. It is recommended that students score a 30 or better on the multiple-choice questions and 7.0 or better on the written paragraph prior to registering for BC 230.

Example multiple-choice questions:

1. As she gained more experience, she began to work with the people coming to the shelter to consider adopting one of ____ dogs or cats.
a. their b. there c. its* d. it's
2. Do you really want to give _____ the money that you earned?
a. Jim and her* b. Jim and she c. them two d. she and Jim
3. I pulled two _____ at the same time.
a. cat's tails b. cats tail's c. cat's tails' d. cats' tails*

The mini business case:

Your client, SleekDesign, wants an analysis of and recommendations for possible expansion into new markets in Canada and Mexico. You have recently completed a very similar analysis for a different client, ArtForAll. The two clients, SleekDesign and ArtForAll, provide very similar services, and are fierce competitors. You could simply take the analysis you developed for ArtForAll and change it around to fit the specific situation of SleekDesign. In this case, you'd be recommending that both companies target more or less the same new markets, using more or less the same new strategies. Alternatively, you could try to develop a different strategy for SleekDesign, in which case you would not be pitting the two companies directly against each other as competitors in these new markets. If you pursue the former approach, your job will be easier. If you pursue the latter approach, your job will be harder, but you will be helping maintain the competitive positions of both your clients. As a business professional, what should you do, and why?

Paragraph Grading Standards:

10= Paragraph demonstrates excellent composition skills including a clear and thought-provoking thesis, appropriate and effective organization, lively and convincing supporting materials, effective diction and sentence skills, and perfect or near perfect mechanics including spelling and punctuation. The writing perfectly accomplishes the objectives of the assignment.

9 = Paragraph contains strong composition skills including a clear and thought-provoking thesis, although development, diction, and sentence style may suffer minor flaws. Shows careful and acceptable use of mechanics. The writing effectively accomplishes the goals of the assignment.

8 = Paragraph contains above average composition skills, including a clear, insightful thesis, although development may be insufficient in one area and organization and style may not be consistently clear and effective. Shows competence in the use of mechanics. Paragraph contains few errors in grammar, syntax and mechanics.

7=Paragraph demonstrates competent composition skills including adequate development and organization, although the assumptions may be unsupported in more than one area. Paragraph contains some errors in grammar, syntax and mechanics.

Below 7=Composition skills may be flawed in two or more areas. Grammar, syntax, and mechanics are excessively flawed. Fails to accomplish the goals of the assignment.

