



**UNIVERSITY OF THE  
INCARNATE WORD®**

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INSTRUCTIONAL TECHNOLOGY

**MEASURABLE OBJECTIVES**

# UIW Course Objectives

- At UIW course objectives are institutionally mandated and the individual instructor does not have the authority to change them.

*\*However module or unit objectives within the course can be created.*

# What are Measurable Objectives?

- Measurable module or unit learning objectives are important. They precisely describe the specific competencies, skills, and knowledge that students should be able to master and demonstrate at regular intervals throughout the course.
- These objectives make student learning expectations clear on a weekly, modular, or unit basis.

# Example of Measurable Objective

The module/unit objectives are consistent with the course objectives, either implicitly or explicitly.

- For example, the module/unit objective,  
*"This week, students will independently write sentences that demonstrate correct use of commas, semicolons, and periods."*  
Is consistent with the course objective,  
*"Students will demonstrate a mastery of rules of punctuation."*

# Elements of Measurable Objectives

**Action:** what the student will know or be able to do, such as:

- Key words - Identify, write, manage, complete, speak and etc.

**Context:** when, where or under what conditions the student will do the action, such as:

- Key phrases - In daily reading assignments, in class, independently, in small group activities and etc.

**Terms:** the criteria for successful achievement; how well, how many times or how long the student is expected to perform the task, such as:

- Key phrases - During two out of three consecutive 80-minute classes, on two occasions during a one-week period, for 15 minutes each day, on two out of three submitted assignments, this week, with 80% accuracy and etc.



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