

School of Business Academic Program Goals and Learning Outcomes (2005)

Under Revision – November 2014

Academic Program Goal #1: Ensure that students will be able to demonstrate and apply concept knowledge, critical thinking, and problem solving in the core areas of the business curriculum.

Student Learning Outcomes:

- 1.01 Demonstrate integrative knowledge of core areas through case analyses in the capstone course.
- 1.02 Demonstrate broad knowledge of business concepts by successful completion of the ETS field exam in the senior year.
- 1.03 Demonstrate sufficient knowledge by a C or better course grade in all core courses.

Assessment Methods:

- Capstone course projects, including writing assignments, essay exam questions, and class presentations. Achieve ETS results equal to or higher than the national average. C or better course grade in all core courses.

Academic Program Goal #2: Ensure that students will be able to demonstrate and apply knowledge in their chosen emphasis/emphases.

Student Learning Outcomes:

- 2.02 Demonstrate integrative knowledge in field of emphasis during senior year.
- 2.03 Demonstrate sufficient knowledge by a C or better course grade in all emphasis/emphases courses.

Assessment Methods:

- Capstone course projects, including writing assignments, essay exam questions, and class presentations.
- Achieve minimum grade of C in all courses in field of specialization, including capstone. C or better grade in all emphasis/emphases courses.

Academic Program Goal #3: Ensure that students will be able to demonstrate and apply skills in effective business communication across the curriculum.

Student Learning Outcomes:

- 3.01 Demonstrate written communication skills.
- 3.02 Demonstrate oral communication skills.

- 3.03** Practice communication and organizational skills through participation in one or more professional business activities/clubs.

Assessment Methods:

- Achieve a grade of C or higher in courses requiring at least seven assigned papers.
- Achieve a grade of C or higher in courses requiring at least five classroom presentations.
- Successful participation in state and national conferences, public speaking events, and college/community service.

Academic Program Goal #4: Prepare students to identify and access employment opportunities, including graduate school opportunities, following graduation.

Student Learning Outcomes:

- 4.01** Evaluate the quality and currency of their education by responding to alumni surveys.
- 4.02** Prepare a resume and participate in job placement activities, including the annual ASC Job Fair.

Assessment Methods:

- Successful job placement or "employment rate" of School of Business graduates, as measure by the Annual Alumni Survey.
- Integrating successful resume writing into specific courses.

Academic Program Goal #5: Ensure that students receive high quality instruction within a curriculum relevant to and current within the local, regional, and global marketplace.

Student Learning Outcomes:

- 5.01** Evaluate the quality and currency of their education by responding to alumni surveys.

Assessment Methods:

- Successful job placement or "employment rate" of School of Business graduates, as measure by the Annual Alumni Survey and the (proposed) Annual Employer Survey.
- Achieve a favorable response rate of 75% on the Annual Alumni Survey, i.e., 75% of respondents indicate that they received "good" to "excellent" preparation for the business world.