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.