

Fogelman College of Business and Economics

Certificate in General Business – Learning Outcomes & Assessment

General Description:

The purpose of this 12-hour certificate program is to provide students new to the field of business with foundational knowledge of the relationships among business components and how they interact. Specific emphasis is placed on developing students' skills in the areas of supply chain and business analytics.

Assessment Framework:

Program Learning Goal #1 (PLG1):

Students completing the Fogelman General Business Certificate will be critical thinkers and problems solvers.

Measured Learning Outcome (MLO):

Students will indicate critical thinking and problem solving by recognizing and framing business problems in a variety of contexts and develop solutions to those problems.

Program Learning Goal #2 (PLG2):

Students completing the Fogelman General Business Certificate will be skilled in core processes of modern organizations.

Measured Learning Outcome (MLO):

Students will reflect skills in core business processes by being able to represent multi-disciplinary business knowledge in course-level assignments and related activities.

Collecting Assessment Data:

Assessment data for both MLOs will be collected from General Business Certificate students enrolled in sections of SCMS-7313. Student work to be used for assessing skills will consist of assigned activities at the course level including projects, reports, and case studies.

Benchmarks for Assessment:

For each MLO assessed, individual students will be assigned a score of 1 (Fair), 2 (Good), or 3 (Exemplary) and then aggregated across the entire pool of assessed students. Any given MLO with an aggregate of 10% or greater scored at the Fair (1) level will be considered to have not met our benchmark for that MLO and flagged for discussion and corrective activities.