

Assurance of Learning Assessment - Fogelman College of Business & Economics

Degree: BBA

Goal1: Students will be effective communicators.						
		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Objective1:	Develop a clear and concise topic statement of the issues to be addressed. (MGMT 3510)	Statement was not concise or clear on the issues or topic to be addressed	Statement or discussion was clear on some points relating to the issue or topic, but weak on other points.	Clearly addressed both the topical statement and issue to be addressed	Written projects	MGMT 3510
Objective2:	Explain the approach taken to evaluate an issue relating to a business topic. (MGMT 3510)	Provided a weak presentation of the approach. Methodology was not well expressed	Provided an adequate explanation of the methodology used	Provided a clear explanation of the methodology and how it leads to a sound conclusion	Written an oral projects	MGMT 3510
Objective3:	Summarize the results of the analysis of an issue in a clear set of conclusions. (MGMT 3510)	Inadequate summary and/or presentation of the results or presented results not consistent with the issue addressed	Adequate presentation but inconsistent summary of the results	Well formulated conclusions consistent with methodology employed	Written and oral projects	MGMT 3510
Objective4:	Present the topic in a professional manner. (MGMT 3510)	Inadequate written or oral presentation Failed to use acceptable written or oral presentation guidelines	Presentation adequate but not exceptional Some errors relating to appropriate written or oral presentation methods	Excellent presentation which was well written and presented in a professional manner	Written and oral project	MGMT 3510

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Goal2: Students will be critical thinkers.					
		Fair	Good	Exemplary	Measures
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links
	Score:	1	2	3	
Objective1:	Present, assess, and analyze appropriate supporting data/evidence relating to the problem or issue. (MIS 3210)	Displayed difficulty with search criteria or ability to evaluate the data or facts important to the issue Displayed difficulty while distinguishing between fact, opinion, and value judgments	Demonstrated adequate skill while searching, selecting, and evaluating sources relative to the problem or issue Distinguished between fact, opinion, and value judgments.	Demonstrated good skills relative to search, selection, and evaluation of a problem or issue Demonstrated understanding the role that data and facts play relative to analysis of a problem or issue.	MIS 3210
Objective2:	Identify and assess conclusions, implications, and consequences that support decision making.(MIS 3210)	Failed to identify conclusions, implications, or consequences needed to support the decision	Identified or provided evidence of conclusions, implications, and consequences that support the decision Included implications that may impact the various aspects associated with the issue.	Identified, discussed and extended conclusions, implications, and consequences that support the decision to include appropriate context, assumptions, data, and evidence.Included justification for the decision	MIS 3210
Objective3:	Identify the problem and then formulate a summary.(MIS 3210)	Unable to identify the problem and/or provide a summary of the problem	Identified the main question to be answered in a clearly stated summary form	Identified the main question to be answered, as well as subsidiary aspects of the question, and provided a summary in a clearly stated form	MIS 3210

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Goal3: Students will be knowledgeable about ethical factors in the business environment.						
		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Objective1:	Identify a dilemma relating to a potentially unethical behavior.	Displayed a vague idea of what the dilemma is and uncertainty about what must be decided	Identified the dilemma, including pertinent facts, and ascertained what must be decided	Describe the dilemma in detail to include gathering pertinent facts Ascertained exactly what must be decided	Test questions	MGMT 4710
Objective2:	Formulate stakeholders that are affected by a potentially unethical behavior.	Unsure about who should be involved in the decision-making process	Determined who should be involved in the decision making process and accurately identified all the stakeholders	Determined who should be involved in the decision making process and thoroughly reflects the viewpoints of the stakeholders	Test questions	MGMT 4710
Objective3:	Analyze alternatives and identify consequences that result from unethical behavior.	Appraised the relevant facts and assumptions and identified some alternatives to avoid unethical behavior	Clarified at least two alternatives and predicted their associated consequences in detail	Clarified several alternatives and evaluated each one relative to whether or not there is interest and concern over the welfare of all stakeholders	Test questions	MGMT 4710

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Goal4: Student will be knowledgeable about the global environment of business.						
		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Objective1:	Demonstrate an awareness of the economic, social and cultural environments within which international businesses operate . (ECON 4350, 4351, FIR4550, MGMT 4510,4810, MKTG 4530, HPRM 4400)	Displayed difficulty recognizing the economic, social and cultural aspects of international business and cannot determine the appropriate context of cross cultural situations	Recognized international economic, social and cultural differences between cultures and how these differences impact ways that business operates	Readily identified environmental issues in an international business situation, understood relevant actions, and predicted responses	Exams, projects, cases and simulations from one of the following: ECON4350, 4351, FIR4550, MGMT 4510,4810, MKTG 4530, HPRM 4400	[courses where assessed]
Objective2:	Demonstrate an awareness of the political and technological environments within which international businesses operate. (MIS 2755 ECON 4350, 4351 FIR 4550 MGMT 4510, 4810 MKTG 4530 HPRM 4400)	Displayed limited understanding of the political and technological aspects of international business and cannot determine the appropriate context of cross cultural situations	Demonstrated an understanding of the political and technological aspects of international business	Readily identified environmental issues in an international business situation and showed ability to explain actions and predicted responses	Exams and projects in the following classes:MIS 2755, ECON 4350, 4351, FIR 4550, MGMT 4510, 4810, MKTG 4530, HPRM 4400	[courses where assessed]
Objective3:	Demonstrate an awareness of the legal, institutional and financial types of international transactions that are components of global business operations. (ACCT 3130, ECON 4350, 4351, FIR 4550, HPRM 4400, MGMT 4810, 4510, MKTG 4530)	Assimilated an understanding of the various types of international transactions and their relationship to global business operations.	Demonstrated a knowledge about differences in the ways that legal, institutional, and financial transactions differ between countries	Identified types of transactions involved in a stated international business context and demonstrated an ability to solve problems based on this knowledge	Exams and projects in ACCT 3130, ECON 4350, 4351, FIR 4550, HPRM 4400,MGMT 4810, 4510, MKTG 4530	[courses where assessed]

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Goal5: Students will be proficient users of business presentation and analysis technology.						
		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Objective1:	Demonstrate analytical skills and technological expertise while developing and presenting business information. (MGMT 4710)	Had limited ability to use computer software such as SPSS, spreadsheet, or other business technology to organize data for analysis	Had adequate ability to use basic functions of computer software such as SPSS, spreadsheet, or other business technology to organize data for analysis	Effectively utilized advanced functions of computer software such as SPSS, spreadsheet, or other business technology to organize data for analysis	Common exam questions in MGMT 4710, Individual integrative projects in MGMT 4710	[courses where assessed]
Objective2:	Utilize internet technology to perform queries and searches to locate relevant and accurate information. (MGMT 4710)	Demonstrated ability to often structure complex queries to locate information on the Internet using multiple search tools, but may lack some degree of focus, depth, accuracy, or breadth in search results.	Demonstrated ability to consistently structure complex queries to locate information on the Internet using multiple search tools, to include some degree of focus, depth, accuracy, or breadth in search results.	Demonstrated ability to consistently structure complex queries to locate information on the Internet using multiple search tools, to include a large degree of focus, depth, accuracy, and breadth in search results.	Individual integrative projects in MGMT 4710	[courses where assessed]
Objective3:	Use computer software tools to organize data for analysis to solve business problems. (MGMT 4710)	Utilized basic functions relating to software tools while organizing data for analysis Utilized software tools with some difficulty while organizing data for analysis	Clearly utilized basic functions relating to software tools Utilized software tools to organize data for analysis without difficulty Showed difficulty integrating software tools	Effectively utilized software tools and appropriate advanced functions to organize data for analysis Integrated functions requiring transfer of data between two or more software tools	MGMT 4710 project	[courses where assessed]