Assurance of Learning – Fogelman College of Business & Economics
Embedding Degree Goals Directly in Course Syllabi

What we are doing & why

The BBA Close-the-Loop and the Fogelman College Assurance of Learning Steering Committees have both recommended that all FCBE course syllabi include associated degree goals directly within them rather than via web links pointing to our AoL website. Both committees feel this will be useful for our college in two important ways: (1) to increase student awareness of how completing their selected degree is preparing them for life and (2) to help faculty improve the connection between course learning objectives and the overall learning goals for the degree.

Actions to take:

Effective with the Spring 2018 semester, the Fogelman College is asking all faculty to update their syllabi according to the following guidelines by degree. This information should be inserted in your syllabus under the section entitled: "Fogelman College: Learning Outcomes for Your Degree" and replaces the existing embedded link pointing to the Assurance of Learning website for the college. (Note in some cases there may be extended goal information to include as indicated.)

Additionally, all instructors are encouraged to review these goals with their students at the beginning of each semester while going over the syllabus.

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For syllabi in the BBA / BBA-ACCT degree areas:

The Fogelman College has established the following learning goals for all students successfully completing the BBA degree:

- Graduates will be effective communicators.
- Graduates will demonstrate critical thinking skills.
- Graduates will be knowledgeable about ethical factors in the business environment.
- Graduates will be knowledgeable about the global business environment.
- Graduates will be proficient users of business presentation and analysis technology.

Additional goals for BBA-Accounting only:

Additional learning goals for students who successfully complete the BBA in Accounting degree:

- Graduates will demonstrate a satisfactory understanding of financial and managerial accounting concepts.
- Graduates will demonstrate a satisfactory understanding of systems and auditing concepts.
- Graduates will demonstrate a satisfactory understanding of U.S. tax laws and regulations related to financial reporting.
For syllabi in the MBA / IMBA degree areas:

The Fogelman College has established the following learning goals for all students successfully completing the MBA degree:

- Graduates will be leaders.
- Graduates will be technologically competent.
- Graduates will be knowledgeable about social and ethical issues and trends affecting business.
- Graduates will be knowledgeable in functional areas and their integration.
- Graduates will be critical thinkers and problem solvers.

Additional goals for IMBA only:

Addition learning goals for students who successfully complete the IMBA degree:

- Graduates will be sensitive to social, ethical, and multi-cultural issues in international business.

EMBA

Include in all EMBA course syllabi:

The Fogelman College has established the following learning goals for all students successfully completing the EMBA degree:

- Graduates will be effective leaders.
- Graduates will be good communicators.
- Graduates will be critical thinkers and problem solvers.
- Graduates will be knowledgeable about the strategic role that technology plays in the global environment.
- Graduates will be knowledgeable about the implications of ethical and multicultural issues in the global business environment.

MSIS / MSBA

Include in all MSIS or MSBA course syllabi: [note that both sets of goals are identical]

The Fogelman College has established the following learning goals for all students successfully completing the MSIS/MSBA degree [ select one ]:

- Graduates will be competent in the use of technology.
- Graduates will be effective communicators.
- Graduates will be knowledgeable about threats and opportunities in a global society.
- Graduates will be problem solvers.
MS-Accounting

*Include in all MS in Accounting course syllabi:*

The Fogelman College has established the following learning goals for all students successfully completing the MS in Accounting degree:

- Graduates will be knowledgeable in accounting and its functional support of organizations.
- Graduates will be effective communicators and team leaders.
- Graduates will be critical thinkers and problem solvers.
- Graduates will be aware of ethical ramifications and global business implications of decisions.
- Graduates will be technologically competent.

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MA Economics

*Include in all MA in Economics course syllabi:*

The Fogelman College has established the following learning goals for all students successfully completing the MA in Economics degree:

- Graduates will acquire a strong base in theoretical economic analysis.
- Graduates will acquire discipline specific knowledge.
- Graduates will acquire high-level empirical skills.
- Graduates will be able to communicate economic concepts effectively.

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PhD

*Include in all PhD course syllabi:*

The Fogelman College has established the following learning goals for all students successfully completing the PhD degree:

- Graduates will demonstrate a detailed knowledge of their areas of specialization.
- Graduates will master the analytical/methodological skills needed to evaluate and conduct research in their areas of specialization.
- Graduates will demonstrate their ability to design and conduct original research in their chosen fields of specialization.
- Graduates will be able to teach college-level courses in their areas of specialization.
- Graduates will be able to communicate the results of their research in a clear and effective manner.