

Assurance of Learning Assessment - Fogelman College of Business & Economics

**Degree: IMBA**

<b>Goal1: Graduates will be leaders.</b>						
		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:	Understands how leaders can be positive role models.	Has difficulty identifying relevant leadership concepts in business settings	Identifies and articulates relevant leadership concepts in business settings	Understands and applies relevant leadership concepts in business settings	Articles, Exams or Class Presentations	MGMT-7160 MGMT-7135
Objective2:	Understands how leaders motivate and inspire groups and individual.	Has difficulty identifying relevant leadership concepts in business settings	Identifies and articulates relevant leadership concepts in business settings	Understands and applies relevant leadership concepts in business settings	Articles, Exams or Class Presentations	MGMT-7160 MGMT-7135
Objective3:	Understands how leaders communicate a vision .	Has difficulty identifying relevant leadership concepts in business settings	Identifies and articulates relevant leadership concepts in business settings	Understands and applies relevant leadership concepts in business settings	Case Study or Case Presentation	MGMT-7160 MGMT-7135

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<b>Goal2: Graduates will be technologically competent.</b>						
		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 proficiency in the use of business application software packages for financial analysis of data.	May enter data and get output, but only weakly understands the capabilities of the software, or does not understand the output and cannot interpret it correctly.	Understands the data requirements of the software and can use it to generate useful output, but still struggles in the interpretation of the output.	Thoroughly understands the capabilities of the software and its limitations and can apply those capabilities to routine and non-routine settings.	Case Analysis or Exam	FIR-7155
Objective2:	Demonstrate proficiency in utilizing the internet to collect relevant business research data.	Can follow basic directions and perform basic searches on popular search engines, but has limited capability to engage in searches involving nonstandard or advanced search routines.	Can effectively and efficiently locate basic information from both public and private (e.g., library) sources.	Can identify current, detailed and appropriate information on specialized topics and can assess the reliability of the information collected.	Project or Test	MIS-7650
Objective3:	Demonstrate proficient use of current communication technologies to gather, organize, transmit, and present information in a manner that enhances business processes and productivity.	Can generate a basic presentation, but has difficulties in integrating presentation advanced capabilities of the communication.	Demonstrates more advanced competency in the use of technology in communication and presentation. Is able to create a professional presentation, but one that is less effective than it could be	Creative and very proficient in the use of technology for communication and presentation. Presentations are very effective.	Market Research Analysis Project or Assessment of Business Operations Project	SCMS-7110
Objective4:	Demonstrate proficiency in the use of analytical tools and their applications.	Demonstrates a limited understanding of the available analytical tools. Has difficulty in applying the tools to common settings or cannot assess whether the assumptions of the tools have been met.	Able to correctly apply appropriate analytical tools to textbook-based settings. Demonstrates a limited ability to apply appropriate tools in more complex and realistic settings.	Thoroughly understands the capabilities and limitations of available analytical tools and is able to correctly and creatively apply these tools in both routine and non-routine settings.	Market Research Analysis Project or Assessment of Business Operations Project	SCMS-7110

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<b>Goal3:</b>		<b>Graduates will be knowledgeable of social and ethical issues and trends affecting business.</b>				
		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:	Understands how social, ethical, and cultural trends affect business.	Unable to clearly identify relevant issues and trends	Recognizes and identifies relevant issues and trends.	Explains and interprets relevant issues and trends.	Individual Project, Individual Case, or Exam Questions	MIS-7650
Objective2:	Understands differences across markets and customers.	Unable to clearly identify differences across markets and customers.	Recognizes and identifies differences across markets and customers.	Explains and interprets relevant differences across markets and customers.	Individual Project, Individual Case, or Exam Questions	ECON-7110 MKTG 7140
Objective3:	Understands how social and ethical issues affect organizational strategies, structures, and systems.	Unable to clearly identify how these issues affect organizations' behaviors.	Recognizes and identifies how these issues affect organizations' behaviors.	Explains and interprets how these issues affect organizations' behaviors.	Individual Project, Individual Case, or Exam Questions	MIS-7650

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<b>Goal4: Graduates will be knowledgeable in functional areas and their integration.</b>						
		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:	Understand and use disciplinary knowledge and skills.	Demonstrates a minimal level of knowledge and only weak proficiency in the course-specific skill set.	Has an intermediate level of knowledge and adequate skills in the discipline.	Demonstrates a high level of knowledge and strong skills in the discipline.	Exam, Simulation, Case, or Individual Project	ACCT-7080 ECON-7100 MIS-7650 FIR-7155 SCMS-7313 MGMT-7160
Objective2:	Integrate disciplinary expertise across functional areas.	Has only a minimal understanding or ability to integrate expertise across the other functional areas of the organization.	Demonstrates an adequate understanding of how the functional areas are or should be integrated in the organization, but is less able to articulate how or why the integration is necessary for the proper operation of the organization.	Demonstrates a strong ability to see “the big picture” and how the relationships between areas can be used to create and sustain competitive advantage.	Simulation, Project or Case	SCMS-7313

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Goal5: Graduates will be critical thinkers and problem solvers.						
		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:	Proficient in identifying and framing common organizational problems.	Has difficulty in identifying key decision variables and their relationships.	Recognizes most of the key decision variables and has familiarity with issues/contexts specifically illustrated in textbooks.	Identifies subtle and forward-looking aspects of business problems. Is able to think beyond textbook contexts, and address more complex "real world" problems	Case Analysis or Project	ACCT-7080 ECON-7100 MIS-7650 FIR-7155 SCMS-7313 MGMT-7160
Objective2:	Determine the relevant decision criterion for solving the problem.	Encounters difficulty in identifying the appropriate decision criteria for the given decision setting.	Identifies the appropriate decision criteria as specified in textbook coverage.	Demonstrates creativity and broad business thinking in identifying the appropriate criteria. Is able to think beyond the typical textbook-based criteria and identify other relevant criteria.	Exam, Simulation, Case or Individual Project	ACCT-7080 ECON-7100 MIS-7650 FIR-7155 SCMS-7313 MGMT-7160
Objective3:	Given the decision criteria, identify and analyze relevant alternatives.	Is able to identify only a limited set of potential alternatives.	Generally able to identify appropriate alternatives but is less able to apply creative thinking to the process or to identify other potential/non-standard alternatives.	Demonstrates creativity and broad business thinking in identifying relevant alternatives, and is able to think beyond standard textbook concepts.	Business Plan, Simulation, or Case Study	ACCT-7080 ECON-7100 MIS-7650 FIR-7155 SCMS-7313 MGMT-7160

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<b>Goal6:</b>	<b>Students will be sensitive to social, ethical, and multi-cultural issues in the international business environment.</b>
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		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:	Proficient in identifying and framing common organizational problems.	Unable to clearly identify and define issues/challenges in social, ethical, and multicultural contexts.	Understood and framed issues in appropriate national contexts and showed competency toward their solutions.	Displayed expertise and competence of contexts through analyses of business cases.	Practicum project or Internship project	BA-7950 BA-7800
Objective2:	Examine cultural differences between and among IMBA track countries.	Unable to recognize cultural challenges when presented with cross-cultural scenarios.	Recognizes and identifies cultural differences. Does not always choose appropriate integrative and interpretive methodology.	Successfully identifies and explains cultural differences in a multi-cultural environment and exhibits considerable skill in exhibiting personal ability to apply cross-cultural situation	Practicum project or Internship project	BA-7950 BA-7800
Objective3:	Given the decision criteria, identify and analyze relevant alternatives.	Is able to identify only a limited set of potential alternatives.	Generally able to identify appropriate alternatives but is less able to apply creative thinking to the process or to identify other potential/non-standard alternatives.	Demonstrates creativity and broad business thinking in identifying relevant alternatives, and is able to think beyond standard textbook concepts.	Practicum project or Internship project	BA-7950 BA-7800