

Date: February 2022

Program Name: Management

CIP Code: 52.0201

Department: Business Administration

Domain	Program-Level Student Learning Outcome (From ALC or ALP)	CIP Code: 52.0201				
		Year 1	Year 2	Year 3	Year 4	Year 5
		2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
Content	Define terminology and concepts in the major areas of business: Information Technology, Marketing, Management, Economics, Finance, Accounting	Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers		Baseline: Exam Questions/Student Papers
Content	Plan organize, lead and control the use of resources to accomplish performance goals in organizations		Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers	
Content	Apply principles of group and individual dynamics through effective membership in a team					
Content	Identify issues and problems in human resource management and develop a human resource management plan.					
Communication	Create and deliver effective oral presentations			Baseline: Presentation	Implement changes	Follow up assessment: Presentation
Communication	Contribute effectively to group discussions			Baseline: Presentation	Implement changes	Follow up assessment: Presentation
Communication	Develop effective written presentations	Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers		Baseline: Exam Questions/Student Papers
Critical Thinking	Identify key elements that comprise business problems/opportunities		Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers	
Critical Thinking	Select appropriate discipline frameworks to address business problems/opportunities			Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers
Critical Thinking	Apply appropriate problem-solving techniques to address business problems.	Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers		Baseline: Exam Questions/Student Papers
Critical Thinking	Integrate knowledge across business disciplines to formulate defensible strategic business decisions	Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers		Baseline: Exam Questions/Student Papers
Integrity / Values	Recognize legal and ethical problems that occur in business contexts		Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers	
Integrity / Values	Select and defend an appropriate ethical and legal course of action			Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers

Assessment Activity (Examples)

Gather baseline data
 (Revise rubric; gather data)
 Implement actions for improvement
 Feb-23 Follow-up assessment (impact data)

Methods of Assessment

Direct Measures:	Indirect Measures:	External Direct Measures:
Exam questions	Focus group	Supervisor/Employer feedback
Student paper (rubric)	Exit interview	External Professional Exam
Presentation (rubric)	Alumni survey	

****Be sure to update the years in C3, D3, E3, F3, G3**