

Date: November 2023

Program Name:U-ECO-BSBA02 : Global Economics

CIP Code: 52.0601

Department: Commerce

		Year 1	Year 2	Year 3	Year 4	Year 5
Domain	Program-Level Student Learning Outcome (From ALC or ALP)	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
Content	Correctly use terminology and concepts in the major areas of business: Information Technology, Management, Accounting, Marketing, Economics, Finance		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment	
Content	Recognize the impact of external economic environmental context and forces on the operation of the firm in domestic and global markets	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment		
Content	Recommend appropriate business strategies for firms in diverse market conditions	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for improvement	Data Collection: Follow up assessment		
Communication	Create and deliver effective oral presentations			Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment
Communication	Develop effective written presentations		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment	
Communication	Contribute effectively to group discussions	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment		
Critical Thinking	Identify and analyze key elements that comprise business problems/opportunities		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment	
Critical Thinking	Select and apply appropriate discipline frameworks to address business problems/opportunities		Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment	
Critical Thinking	Select and apply appropriate problem solving techniques to address business problem			Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment
Critical Thinking	Integrate knowledge across business disciplines to formulate defensible strategic business decisions			Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment
Integrity / Values	Recognize legal and ethical problems that occur in business contexts	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment		
Integrity / Values	Select and defend an appropriate ethical and legal course of action	Data Collection: Gather data	Reflection on the use of Findings: Implement actions for	Data Collection: Follow up assessment		

Assessment Activity (Examples)

Gather baseline data

(Revise rubric; gather data)

Implement actions for improvement

Follow-up assessment (impact data)

Methods of Assessment

Direct Measures:

Exam questions

Student paper (rubric)

Presentation (rubric)

Indirect Measures:

Focus group

Exit interview

Alumni survey

External Direct Measures:

Supervisor/Employer feedback

External Professional Exam

Revised August 2022

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

Approved April 2024