

## Program Assessment Plan

Program BS in: Accounting, Analytics and Enterprise Systems, Entrepreneurship, Economics, Finance, International Business, Information Technology Management, Leadership and Change Management, Marketing, Sports Business

Department: Accounting, Economics, Finance, International Business, ITM/OPM, Management, Marketing

College/School: Chaifetz School of Business

Date: Fall 2017

Primary Assessment Contact: Heather Bednarek, Associate Dean & Academic Dept Chair

Note: Each cell in the table below will expand as needed to accommodate your responses.

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2. Describe how, and the extent to which, program faculty contributed to the development of this plan.

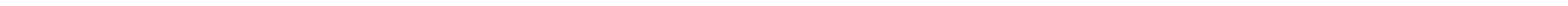
All business school faculty contributed to the continuous revision of the CBK learning outcomes Spring 2016 beginning with the work of the undergraduate curriculum board and then school wide work at the May 2016 and August 2016 all business faculty retreats. This included editing of the learning outcomes as well as rubric design to assess a learning outcome (e.g. decision making, written communication) for use across multiple departments.

Major learning outcomes were developed/ revised by the department faculty in a collaborative/iterative manner in department meetings/circulated electronically in AY 1718. Where applicable, departments utilized the rubrics already created for assessment of the CBK learning outcomes (e.g. decision making rubric, decision making rubric). In cases where existing rubrics were not appropriate for measuring the major learning outcome, the department faculty worked to create/modify rubrics to assess the specific learning outcome.



#	Major Student Learning Outcome	FIN 3330	FIN3630	FIN 4230	FIN 4630	FIN 4650	ACCT 3110	ACCT 4110
1	Students will understand essential business concepts and how the various functional areas of business are related.							
2	Students will demonstrate knowledge of ethical concepts and corporate social responsibility and be able to evaluate business problems from multiple ethical perspectives.							
3	Students will be able to identify and structure business problems and propose actionable solutions to business problems and when applicable utilizing appropriate technology.							
4	Students will demonstrate effective written communication.							
5	Students will understand how							

FIN 3160	FIN 4250	FIN 4330	FIN 4530	FIN 4730	FIN 4911



**Decision-Making/Analysis**

**Attribute**

**Exceeds Expectations**

**Meets Expectations**

**Needs Improvement**

Clearly identifies and summarizes the problem/opportunity. Analyzes and

**Define Problem**

**Communication - Writing**

Attribute	Exceeds Expectations	Meets Expectations	Needs Improvement
<b>Structure/Outline</b>	Demonstrates detailed attention to and successful execution of a wide range of conventions particular to a specific discipline and/or writing task (s) including organization, content, presentation, formatting, and stylistic choices	Demonstrates consistent use of important conventions particular to a specific discipline and/or writing task(s), including organization, content, presentation, and stylistic choices	Attempts to use a consistent system for basic organization and presentation
<b>Content Development/Analysis</b>	Uses appropriate, relevant, and compelling content to illustrate mastery of the subject, conveying the writer's understanding, and shaping the whole work.	Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and shape the whole work.	Uses appropriate and relevant content to develop simple ideas in some parts of the work.
<b>Sources/Evidence</b>	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of the writing	Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing.	Demonstrates an attempt to use sources to support ideas in the writing.
<b>Grammar, Punctuation, and Spelling</b>	Uses graceful language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.	Uses straightforward language that generally conveys meaning to readers. The language in the portfolio has few errors.	Uses language that sometimes impedes meaning because of errors in usage.
<b>Professionalism</b>	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work	Demonstrates adequate consideration of context,	



## Global Perspective

Attributes	Exceed Expectations	Meets Expectations	Needs Improvement
<b>Students understand how different cultures impact a business.</b>	Students have a thorough understanding on how to laws, policies, norms and/or other cultural influence impact business.	Students have an adequate thorough understanding on how to laws, policies, norms and/or other cultural influence impact business.	Students cannot completely articulate how laws, policies, norms and/or other cultural influence impact business
<b>Students understand the impact the global economy has on business practices.</b>	Students can thoroughly evaluate how economic changes impact the global economy.	Students can adequately evaluate how economic changes impact the global economy.	Students cannot completely evaluate how economic changes impact the global economy.
<b>Students can apply the necessary concepts to analyze and formulate an international business strategy</b>	Students can provide a thorough, insightful and feasible solution.	Students can provide an adequate, insightful and feasible solution.	Students cannot completely provide an adequate, insightful and feasible solution.