

PLG #	BBA Program Learning Goals	BBA Program Learning Objectives	Assessment Tools Under Consideration (UC), Planned(P), Under Development(UD), or In Use(IU)	Development Schedule for tools	Courses or Occasions for Data Collection	Data Collection Schedule	Analysis and Evaluation Schedule
	Upon graduation, our students will be able to:						
PLG #1	Demonstrate comprehension* of the fundamental principles of essential business functions.	In each graduating cohort, the average overall score on a nationally standardized test of knowledge and the ability to apply basic principles of the major business functional disciplines will be at or above the national average.	ETS Major Field Examination(IU)	Done	End of program - MGT 490	Collected every semester	Annual - Spring Semester
PLG #2	Demonstrate the ability to analyze* the relationship of business to its various stakeholders	Given a set of case materials describing a business, at least 95% of graduates will be able to identify correctly the principal stakeholders of the business, differentiate the issues that are present in the relationships between the business and each stakeholder group, and relate them to contemporary approaches to the management of such issues.	Stakeholder Considerations Rubric(UD)	Testing	MGT 490 Case Analysis	Collected every semester	Biannual - Spring 09, Spring 11, Spring 13, etc.
PLG #3	Express ideas clearly, logically, and persuasively in written communication.	At least 95% of graduates will be able to demonstrate skill in written communication that meets or exceeds the standards of the CoBE.	Writing Rubric (IU)	Done	Writing samples: MGT 300, MGT 490	Collected every semester	Annual - Spring Semester
PLG #4	Understand* the importance of behaving ethically in their professional lives (i.e., have an ethical perspective)	At least 95% of graduates will: Know a professional codes of conduct from within a discipline. Identify the activities/issues in their chosen profession that may pose ethical challenges, and will articulate the consequences associated with unethical behavior. Identify an ethical dilemma in a scenario case and apply an ethics model or framework to propose and defend a resolution.	Ethical Judgment Rubric(UD)	Testing	MGT 423 as part of final exam	Collected every semester	Biannual - Spring 10, Spring 12, Spring 14, etc.
PLG #5	Demonstrate the ability to analyze* complex, unstructured qualitative and quantitative problems using appropriate tools and technology.	Quantitative: At least 95% of graduates will be able to correctly identify the approach to take in solving any of a variety of analytical problems typically encountered in business (e.g., scheduling, quality control, production optimization) and then apply the relevant tools and techniques to produce an acceptable solution.	Quantitative Problem-Solving Rubric (UD)	Testing	QBA 360 Problems on Exams	Collected every semester	Biannual - Spring 10, Spring 12, Spring 14, etc.
		Qualitative: Given a set of case materials, at least 95% of graduates will be able to identify relevant external and internal strategic issues, including those of a global nature, formulate a reasonable course of action to address those issues, and propose a plan for the implementation of the course of action.	Case Analysis Rubric (Qualitative) (UD)	Testing	MGT 490 Case Analysis		Biannual - Spring 09, Spring 11, Spring 13, etc.
		Use of Technology: Prior to admission to the Professional Business Program, all successful applicants must attain at least a score of 75% correct on a practical test in the use of basic business computer software.	Computer Competency Examinaiton (IU)	Done	Pre-Admission		Used to establish admisson qualification