

Date: February 2022

Program Name: General Business

CIP Code: 52.0101

Department: Business Administration

Domain	Program-Level Student Learning Outcome (From ALC or ALP)	CIP Code: 52.0101				
		Year 1	Year 2	Year 3	Year 4	Year 5
		2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
Content	Correctly use terminology and concepts in the major areas of business: Information Technology, Marketing, Management, Finance, Accounting, Economics	Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers		Baseline: Exam Questions/Student Papers
Content	Perform as a team member, manage human resources, and plan for the future.		Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers	
Content	Manage resources efficiently, interpret business decisions with a market orientation, and incorporate economic/financial implications in business decision making					
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	Analyze key elements that comprise business problems/opportunities.		Baseline: Exam Questions/Student Papers	Implement changes	Follow up assessment Exam Questions/ Student Papers	
Critical Thinking	Apply 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 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 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**

<b>Direct Measures:</b>	<b>Indirect Measures:</b>	<b>External Direct Measures:</b>
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**