Date: 7/23 | **Program Name: Graduate Business Foundations Certificate** | **CIP Code: NA** | **Department: MBA office**

Domain	Program-Level Student Learning Outcome (From ALC or ALP)	Year 1 2024-2025	Year 2 2025-2026	Year 3 2026-2027	Year 4 2027-2028	Year 5 2028-2029
Content	Analyze basic microeconomic managerial challenges, including demand relationships, cost structures, strategies towards pricing goods (and services) and some basic market structures in an economy.	**Data Collection:** Measure: Certificate Exit Examination with Questions **Assessment Location:** Canvas **Direct Measure Assessment Instrument:** Canvas Outcomes **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions **Assessment Location:** Canvas **Direct Measure Assessment Instrument:** Canvas Outcomes **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions **Assessment Location:** Canvas **Direct Measure Assessment Instrument:** Canvas Outcomes **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions **Assessment Location:** Canvas **Direct Measure Assessment Instrument:** Canvas Outcomes **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions **Assessment Location:** Canvas **Direct Measure Assessment Instrument:** Canvas Outcomes **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.
Content	Demonstrate and apply knowledge of concepts and principles of management and marketing.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas ; GEB5876 MBA Foundations: Marketing Management **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas ; GEB5876 MBA Foundations: Marketing Management **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas ; GEB5876 MBA Foundations: Marketing Management **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas ; GEB5876 MBA Foundations: Marketing Management **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas ; GEB5876 MBA Foundations: Marketing Management **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.
Content	Demonstrate knowledge of the principles of e-Business systems planning, development, and implementation.	**Data Collection:** Measure: Certificate Exit Examination with Questions **Assessment Location:** Canvas **Direct Measure Assessment Instrument:** Canvas Outcomes **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions **Assessment Location:** Canvas **Direct Measure Assessment Instrument:** Canvas Outcomes **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions **Assessment Location:** Canvas **Direct Measure Assessment Instrument:** Canvas Outcomes **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions **Assessment Location:** Canvas **Direct Measure Assessment Instrument:** Canvas Outcomes **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.
Critical Thinking	Use time value of money concepts to evaluate alternative financial decisions including risk and return.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas; GEB5873 MBA Foundations: Financial Management II **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas; GEB5873 MBA Foundations: Financial Management II **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas; GEB5873 MBA Foundations: Financial Management II **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas; GEB5873 MBA Foundations: Financial Management II **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.
Critical Thinking	Evaluate corporate performance via financial ratios using financial statement information.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas ; GEB5874 MBA Foundations: Financial Management III **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas ; GEB5874 MBA Foundations: Financial Management III **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas ; GEB5874 MBA Foundations: Financial Management III **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.	**Data Collection:** Measure: Certificate Exit Examination with Questions; Exam Questions **Assessment Location:** Canvas ; GEB5874 MBA Foundations: Financial Management III **Direct Measure Assessment Instrument:** Canvas Outcomes; Exam Responses **Indirect Measure Assessment Instruments:** Continuous Improvement Survey, Exit Interview, Reflection Statement on SLO Learning **Delivery Modes:** OL **Gather data.** **Follow-up assessment:** Review prior year's action plan and data to determine if program refinements improved performance. **Faculty Assessment Review and Input:** Graduate Programs and Assurance of Learning Committee; MBA Task Force; COB National Day of Assessment **Reflection and Use of Current Findings:** Implement actions for improvement in the next year.

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 30 July 2019