

Major(s): Accounting, Accounting and Information Assurance, Computational Finance, Computer and Information Sciences, Cybersecurity Management, Digital Marketing, Economics/Finance, International Business, Management, Marketing, Public Relations, Sport Business

Department: Robert W. Plaster College of Business

Year of Last Revision: 2022

Program-Level Student Learning Outcomes

Graduates of the Robert W. Plaster College of Business will be able to:

1. Comprehend and apply management principles.

a. Employ the management process to achieve organizational objectives.

Assessment:

1. MGT 3013 Principles of Management t Students will earn an average of 80% or higher on Case Studies. (Direct, Formative)
2. MGT 4083 Strategic Management t Students will earn an average of 70% or higher on the Balanced Scorecard from the Simulation. (Direct, Summative)
3. Major Field Test t Students will earn an average of 70% or higher on the Management portion. (External, Summative)

b. Apply qualitative and quantitative models to enhance process efficiency and effectiveness.

Assessment:

1. MGT 4083 Strategic Management t Students will earn an average of 70% or higher on the Balanced Scorecard from the Simulation. (Direct, Summative)
2. MGT 3033 Operations Management t Students will earn an average of 80% or higher on the Case Studies. (Direct, Formative)
3. Major Field Test t Students will earn an average of 70% or higher on the Management portion. (External, Summative)

c. Incorporate strategic thinking in business decision making.

Assessment:

1. MGT 4083 Strategic Management t Students will show an increase in Strategic Audit scores over each of the three rounds. (Direct, Summative)

2. Major Field Test †Students will earn an average of 70% or higher on the Management portion. (External, Summative)
2. Demonstrate an understanding of accounting principles used in financial statement preparation and business decision making.
 - a. Understand the accounting cycle and utilize common financial statements.

Assessment:

 1. ACC 2013 Principles of Financial Accounting †Students will earn an average of 80% or higher improvement on Pre- to Post-Test. (Direct, Summative)
 2. ACC 2013 Principles of Financial Accounting †Students will earn an average of 75% or higher on the Accounting Cycle Project. (Direct, Formative)
 3. Major Field Test

Assessment:

1. BUS 2023 Business Statistics t Students will earn an average of 80% or higher on Unit 4 Exam Questions about hypothesis testing. (Direct, Formative)

7. Demonstrate the ability to work effectively in a group environment.

a. Develop projects in a group environment.

Assessment:

1. MKT 3023 Principles of Marketing t Students will earn an average of 80% or higher on the Final Marketing Plan. (Direct, Summative)
2. MKT 3023 Principles of Marketing t Students will earn an average of 80% or higher on peer group evaluations. (Indirect, Summative)
3. MGT 4083 Strategic Management t Students will earn an average of 80% or higher on the Final Strategic Audit. (Direct, Summative)
4. MGT 4083 Strategic Management t Students will earn an average of 80% or higher of peer group evaluations. (Indirect, Summative)

b. Present collaborative work as a group.

Assessment:

1. MKT 3023 Principles of Marketing t Students will earn an average of 80% or higher on the Final Marketing Plan Presentation. (Direct, Summative)
2. MKT 3023 Principles of Marketing t Students will earn an average of 80% or higher on external evaluator score for the Final Marketing Plan. (External, Summative)
3. MGT 4083 Strategic Management t Students will earn an average of 80% or higher on the Final Audit Presentation. (Direct, Summative)

Where the PLSLO will be assessed	How the PLSLO will be assessed		When and how often the PLSLO will be assessed	
MGT 3013 Principles of Management MGT 4083 Strategic Management Major Field Test MGT 3033 Operations Management				PLSLO 1
MGT 3013 Principles of Management	Case Studies	(Direct, Formative)	Fall/Winterfe st	PLSLO 1.a.
MGT 4083 Strategic Management	Simulation - Balanced Scorecard	(Direct, Summative)	Fall/Spring	
Major Field Test	Management Portion	(External, Summative)	Spring	
MGT 4083 Strategic Management	Simulation - Balanced Scorecard	(Direct, Summative)	Fall/Spring	PLSLO 1.b.
MGT 3033 Operations Management	Case Studies	(Direct, Formative)	Fall/Spring	

BUS 2013 Business Communications BUS 3073 Legal Environment of Business I LDR 4043 Ethics and Professional Development MGT 3013 Principles of Management MGT 4083 Strategic Management MKT 3023 Principles of Marketing				PLSLO 8
BUS 2013 Business Communications	Written Assignments	(Direct, Formative)	Fall/Spring	PLSLO 8.a.
LDR 4043 Ethics and Professional Development	Career Documents	(Direct, Formative)	Fall/Spring	
MKT 3023 Principles of Marketing	Final Marketing Plan Presentation	(External, Summative)	Fall/Spring	PLSLO.8.b.
BUS 3073 Legal Environment of Business I	Legal Debate Assignment	(Direct, Formative)	Fall	
MGT 4083 Strategic Management	Final Audit Presentation	(Direct, Summative)	Fall/Spring	
MGT 3013 Principles of Management	Case Presentation	(Direct, Formative)	Spring	
LDR 4043 Ethics and Professional Development	Interview Blitz Interview	(External, Formative)	Fall/Spring	
LDR 4043 Ethics and Professional Development MGT 3033 Operations Management MGT 4083 Strategic Management MKT 3023 Principles of Marketing				PLSLO 9
MGT 4083 Strategic Management	Biblical Support for Strategic Management Assignment	(Direct, Formative)	Fall/Spring	PLSLO 9.a.
MKT 3023 Principles of Marketing	Faith Integration Assignment	(Direct, Formative)	Fall/Spring	
MGT 3033 Operations Management	Counting the Costs Assignment	(Direct, Formative)	Fall/Spring	
LDR 4043 Ethics and Professional Development	Ethical Model Application Presentation	(Direct, Summative)	Fall/Spring	PLSLO 9.b.

Goal 3: Employ economic thinking to encourage effective reasoning.															
a. Understand different economic systems.					IR	RM									
b. Understand the complex interactions between markets and governments.					IR	RM									
Goal 4: Comprehend and apply marketing principles.															
a. Apply marketing principles and strategies to identify and satisfy the needs and wants of consumers.									IRM						

Goal 5: Apply the use of financial tools in decisionmaking(378.13 26

a. Identify and perform processes, tasks, operations, and statistical measures for data analytics.

b. Identify, use, and evaluate a software tool to perform analytics-based operations and tasks.

IRM

IRM



b. Demonstrate the ability to deliver an effective oral presentation.								R	I			R		RM	M
Goal 9: Evaluate business from a Biblical Perspective															
a. Apply decision making with knowledge of a Christian worldview.								R	I	R				M	
b. Develop a personal ethical model and utilize it in addressing a dilemma related to the student's major.									I					RM	