Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Ethical Orientation
Students will demonstrate the ability to make an informed ethical decision within a business environment

Related Measures

M 1: Ethical Orientation
Student learning will be assessed through an ethics assignment in BA 3080 – Business Ethics. Assessment based on a checklist
Source of Evidence: Written assignment(s), usually scored by a rubric
Target:
At least 75% of the students will receive a score of 75% or better on the checklist on the business ethics assignment in BA 3080 – Business Ethics

SLO 2: Written Communication
Students will demonstrate effective written communications skills within a business environment

Related Measures

M 2: Written Communication
Student learning will be assessed through a written exposition of a problem analysis and solution in MANG 2790 – Business Communication. Assessment is based on a Rubric Scoring
Source of Evidence: Written assignment(s), usually scored by a rubric
Target:
At least 70% of the students will score satisfactory or better on the rubric scoring of the written exposition in MANG 2790 – Business Communication

SLO 3: Problem Solving
Students will demonstrate effective problem solving skills within a business environment

Related Measures

M 3: Problem Solving
Student learning will be assessed through a short problem solving assignment in HRT 3017 – Service Organization Management in Hospitality
Source of Evidence: Written assignment(s), usually scored by a rubric
Target:
At least 80% of the students will score 80% or better on the individual written assignment in HRT 3017 – Service Organization Management in Hospitality

SLO 4: Oral Communication
Students will demonstrate effective oral communications skills within a business environment

Related Measures

M 4: Oral Communication
Student learning will be assessed through an oral presentation based on the resolution of a business problem in MANG 2790 – Business Communication. Assessment is based on a Rubric Scoring
Source of Evidence: Written assignment(s), usually scored by a rubric
Target:
At least 70% of the students will score satisfactory or better on the rubric scoring of the oral presentation in MANG 2790 – Business Communication

SLO 5: Business Knowledge
Students will demonstrate core competency skills of the general business functions

Related Measures

M 5: Business Knowledge
Student learning will be assessed through a business simulation assignment in MANG 4480-Business Policies and Problems (Capstone Course)
Source of Evidence: Capstone course assignments measuring mastery
Target:
At least 80% of students will achieve a passing grade of 70% or better on each area of the business simulation assignment in MANG 4480 -Business Policies and Problems (Capstone Course)

SLO 6: Integration of Materials
Students will learn to integrate general business concepts and apply them to a business situation

Related Measures
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<thead>
<tr>
<th><strong>M 6: Integration of Materials</strong></th>
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<tbody>
<tr>
<td>Student learning will be assessed through a written assignment involving a short case problem in MANG 4480 - Business Policies and Problems (Capstone Course). Assessment is based on a Rubric Scoring</td>
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<td><strong>Target:</strong> At least 80% of students will achieve Superior on the Rubric Scoring of the assignment in MANG 4480 - Business Policies and Problems (Capstone Course)</td>
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<tr>
<th><strong>SLO 7: International Perspective</strong></th>
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<td>Students will be able to identify how global issues affect decision making in the business environment</td>
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<tr>
<td>Student learning will be assessed through a global issues assignment in MKT 4546 – International Marketing. Assessment based on a checklist</td>
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<tr>
<td><strong>Target:</strong> At least 70% of students will score 70% or better on the checklist on the global issues assignment in MKT 4546 – International Marketing</td>
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