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

SLO 1: Demonstrate knowledge
Students will demonstrate knowledge of basic business concepts as identified in the learning objectives of each of the core classes in the program

Related Measures

M 1: Course learning objectives
Performance on 10 multiple choice questions developed by program faculty to test the course learning objectives. These will be embedded in each of the 8 core business courses and given at the end of the semester to all students enrolled.

Source of Evidence: Academic direct measure of learning - other

Target: Students will get 75% of each of the questions correct.

SLO 2: Communicate business concepts orally
Students will demonstrate the ability to communicate business concepts orally

Related Measures

M 2: Oral presentation
Performance on an oral presentation given in the Health Care Marketing class

Source of Evidence: Presentation, either individual or group

Target: All students will score at least 5 on the faculty developed rubric

SLO 3: Communicate business concepts in a written report
Students will demonstrate the ability to communicate business concepts in a written report.

Related Measures

M 3: Research paper
Performance on a research paper given in the Health Care Economics class

Source of Evidence: Academic direct measure of learning - other

Target: All students will score at least 5 on the faculty developed rubric