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

SLO 1: Demonstrate knowledge
Students will demonstrate knowledge of advanced business concepts as applied to health care organizations as identified in the learning objectives of each of the core classes in the program.

Related Measures
M 1: Embedded questions in 6 core courses
Performance on 10 multiple choice questions developed by program faculty to test the course learning objectives. These will be embedded in each of the 6 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: Demonstrate research skills
Students will demonstrate the ability to conduct research 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.