

Business Administration Learning Objectives, Competencies, and Measures

| Learning Objective | Competencies | Performance Measure | Assessment Points | Frequency |
|---------------------------------|---|---|------------------------------------|-----------|
| KNOW | | | | |
| <u>Accounting</u> | Demonstrate basic knowledge and application of financial and managerial accounting concepts. | Embedded exam questions, ETS Major Field Test | ACCT110, ACCT115, MANG325, MANG475 | Semester |
| <u>Management</u> | Demonstrate basic knowledge of the management environment, planning, organizing, leading, and controlling. | Embedded exam questions, ETS Major Field Test | ACCT115, MANG315, MANG475 | Semester |
| <u>Marketing</u> | Demonstrate basic knowledge of marketing, including segmentation, competitive analysis, promotional planning, and research. | Embedded exam questions, ETS Major Field Test | MRKT200, MANG315, MANG475 | Semester |
| <u>Finance</u> | Demonstrate basic knowledge of interest rate determination, capital structure, capital budgeting, risk theory, and valuation in the context of a publically traded corporation. | Embedded exam questions, ETS Major Field Test | MANG325, MANG475 | Semester |
| <u>Operations</u> | Demonstrate basic knowledge of operations in general and of managing and designing operations for goods and services. | Embedded exam questions, ETS Major Field Test | MANG305, MANG475 | Semester |
| <u>Ethics</u> | Demonstrates knowledge of ethical perspectives and the impact of ethical issues on key stakeholders. | Embedded exam questions, ETS Major Field Test | ACCT115, MANG315, MANG475 | Semester |
| SOLVE | | | | |
| <u>General Business Problem</u> | Analyze issue, support analysis, develop recommendations, and provide implementation plan for business problem. | Successful completion of a written case study or embedded exam questions. | ACCT115, MANG315, MANG475 | Semester |
| <u>Ethical Business Problem</u> | Analyze issue, support analysis, develop recommendations, and provide implementation plan for business problem. | Successful completion of written case study or embedded exam questions. | ACCT115, MANG315, MANG475 | Semester |

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|--------------------------------------|--|--|---------------------------|----------|
| <u>Quantitative Business Problem</u> | Apply appropriate methods to solve quantitative business problem | Embedded exam questions. | ACCT115, MANG305, MANG325 | Semester |
| IMPART | | | | |
| <u>Written Communication Skills</u> | Demonstrate proficiency in writing by addressing a relevant topic with clarity, defining purpose, and exhibiting logical consistency, appropriateness of style, and correctness. | Successful completion of a written case study. | MRKT200, MANG315, MANG475 | Semester |
| <u>Oral Communication Skills</u> | Demonstrate proficiency in oral communication by presenting a talk with a clear message, logical organization, effective use of presentation aids, and physical control. | Successful completion of an oral presentation. | MRKT200, MANG315, MANG475 | Semester |
| <u>Group Skills</u> | Demonstrate proficiency in effective group skills by communicating with group members, performing workload and responsibilities, and exhibiting professional behavior. | Successful completion of group project. | MRKT200, MANG315, MANG475 | Semester |

Accounting Learning Objectives, Competencies, and Measures

| Learning Objective | Competencies | Performance Measure | Assessment Points | Frequency |
|-------------------------------------|--|---|----------------------------|-----------|
| KNOW | | | | |
| <u>Basic Business Knowledge</u> | Defined and assessed as part of the Business Program Assessment Plan | | | |
| <u>Advanced Accounting Concepts</u> | Demonstrate comprehensive knowledge of tax, auditing, and such topics as financial, managerial, information systems, and cost accounting | Annual Senior Accounting Assessment, CPA Exam | ACCT420, CPA Exam | Annual |
| SOLVE | | | | |
| <u>Accounting Problem</u> | Apply appropriate principle and solve accounting problem | CPA Exam | ACCT335, ACCT340, CPA Exam | Annual |
| <u>Tax Problem</u> | Apply appropriate law and solve tax problem | Tax Return Project, CPA Exam | ACCT210, CPA Exam | Annual |
| <u>Audit Problem</u> | Apply appropriate standard and solve auditing problem | Audit Practice Set, CPA Exam | ACCT420, CPA Exam | Annual |
| IMPART | | | | |
| <u>Written Communication Skills</u> | Defined and assessed as part of the Business Program Assessment Plan | | | |
| <u>Oral Communication Skills</u> | | | | |
| <u>Group Skills</u> | | | | |