

Fermanian School of Business
Undergraduate Core Assessment Plan

1. Exhibit general knowledge of theories and practices in the core areas of business. (DQP: Specialized Knowledge; CC: Q)
2. Critically analyze and apply business knowledge to solve complex business situations. (DQP: Broad Integrative Knowledge; CC: CT)
3. Demonstrate effective business communication through both written and verbal means. (DQP: Intellectual Skills; CC: IL, WC, VC)
4. Formulate decisions informed by ethical values. (DQP: Civic and Global Learning)
5. Collaborate effectively in teams. (DQP: Applied and Collaborative Learning)

PLO	Course	Activity	Measure	Direct/ Indirect	Criteria for Success	Who Will Measure	Collection Schedule
1	MGT/BMG 4088 – Strategic Management	Peregrine Comprehensive Exit Exam*	Peregrine Comprehensive Exam Results	Direct	At or above the set criterion for success per disciplinary area	N/A (Exam score)	MGT 4088: Fall, Spring BMG 4088: Spring, Summer
2	MGT/BMG 4088 - Strategic Management	Harvard Business Review Business Essentials Simulation: Coffee Shop Inc.	Employee Satisfaction Score	Direct	Average score of all students for employee satisfaction will be at or above TBD on Round 3.	N/A (Simulation Score)	Fall, Spring, Summer
			Customer Satisfaction Score	Direct	Average score of all students for customer satisfaction will be at or above TBD on Round 3.	N/A (Simulation Score)	Fall, Spring, Summer
			Average Cumulative Profit	Direct	Average cumulative profit will be at or above TBD on Round 3.	N/A (Simulation Score)	Fall, Spring, Summer
3	BUS/BBU 4089 – Internship in Business	Final Internship Research Report	AACU Written Communication Value Rubric	Direct	Average student score for each criterion on the AACU Written Communication Value Rubric will be a 3.0 or higher out of 4.0	2 FSB Faculty (excluding course instructor)	Fall, Spring, Summer
			AACU Information Literacy Value Rubric	Direct	Average student score for each criterion on the AACU Information Literacy Value Rubric will be a 3.0 or higher out of 4.0	2 FSB Faculty (excluding course instructor)	Fall, Spring, Summer
		Elevator Pitch	AACU Oral Communication Value Rubric	Direct	Average student score for each criterion on the AACU Oral Communication Value Rubric will be a 3.0 or higher out of 4.0	2 FSB Faculty (excluding course instructor)	Fall, Spring, Summer

* For CC: Q, use Peregrine CPC Comprehensive Exit Exam (Quantitative Techniques/Statistics)

4	BUS/BBU 4089 – Internship in Business	Ethics Assignment	Ethics Assignment Rubric	Direct	Average score for each criterion will be a 3.0 or higher out of 4.0	2 FSB Faculty (excluding course instructor)	Fall, Spring, Summer
5	MGT/BMG 4088 – Strategic Management	CAPSIM Capstone Simulation	CAPSIM Capstone Simulation Results	Direct	Average team score will be above the 75 th percentile on the national Capstone Simulation	N/A (Simulation score)	Fall, Spring, Summer
		CAPSIM Capstone Peer Evaluation Module	CAPSIM Capstone Peer Evaluation Module Results	Indirect	Average student score will be a 4.5 or higher on a 5.0 scale in both areas of the Capstone Peer Evaluation Module	N/A (Module Results)	Fall, Spring, Summer

* For CC: Q, use Peregrine CPC Comprehensive Exit Exam (Quantitative Techniques/Statistics)

Fermanian School of Business
Accounting CPA Major-Specific Assessment Plan

A1. Exhibit detailed knowledge of accounting and financial planning.

A2. Identify issues and evaluate performance using managerial accounting.

A3. Prepare and analyze financial statements in accordance with Generally Accepted Accounting Principles (GAAP).

PLO	Course	Activity	Measure	Direct/ Indirect	Criteria for Success	Who Will Measure	Collection Schedule
A1	ACC 5025 - Financial Statement Analysis	Peregrine Accounting Advanced Topic Exit Exam	Peregrine Accounting Advanced Topic Exit Exam Results	Direct	Average student score at or above TBD on the Accounting Major-Specific Exit Exam	N/A (Exam Score)	Spring
A2	ACC 3075 - Cost Accounting	Midterm and Final Exam Results	Midterm and Final Exam Results	Direct	Average student score at or above TBD on the ACC 3075 Midterm and Final Exams	N/A (Exam Score)	Fall
A3	ACC 3071 - Intermediate Accounting II	Final Exam Question	Accounting Major PLO#A3 Rubric	Direct	Average student score for each criterion on the Accounting Major PLO #A3 Rubric will be a 3.00 or higher	2 Full-time FSB Faculty	Spring