

Fermanian School of Business
Bachelor's of Business Administration Assessment Plan

Management Concentration Assessment

- A1. Exhibit an in-depth knowledge of management theory. (DQP: Specialized Knowledge)
A2. Propose organizational improvements using management knowledge and concepts.

Marketing Concentration Assessment

- B1. Exhibit an in-depth knowledge of marketing theory and concepts. (DQP: Specialized Knowledge)
B2. Evaluate an integrated marketing communication (IMC) plan using marketing knowledge and concepts.

A1	BMG 4084 – Operations Management	Peregrine Management Advanced Topic Exit Exam	Peregrine Management Advanced Topic Exit Exam Results	Direct	N	Average student score at or above 57.5 on the Management Concentration-Specific Exit Exam	N/A (Exam Score)	Fall, Summer
A2	BMG 4084 – Operations Management	Final Project	Management Concentration PLO #F2 Rubric (same as TUG)	Direct	Y	Average student score for each criteria on the Management Concentration PLO #A2 Rubric will be a 3.00 or higher	2 Full-time FSB Faculty	Fall, Summer
B1	BMK 3036 – Integrated Marketing Communications	Peregrine Marketing Advanced Topic Exit Exam	Peregrine Marketing Advanced Topic Exit Exam Results	Direct	N	Average student score at or above 57.5 on the Marketing Concentration-Specific Exit Exam	N/A (Exam Results)	Spring, Summer
B2	BMK 3036 – Integrated Marketing Communications	Simulation Briefing Paper	Marketing Concentration PLO #B2 Rubric	Direct	Y	Average student score for each criteria on the Marketing Concentration PLO #B2 Rubric will be a 3.00 or higher	2 Full-time FSB Faculty	Spring, Summer

Note: AY24-25 is the final year in which there are BBA Concentrations. They were removed from the curriculum in AY25-26.

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