

Fermanian School of Business
Undergraduate Core Competency Assessment Plan

1. **Critical Thinking:** Students will be able to examine, critique and synthesize information in order to arrive at reasoned conclusions.
2. **Written:** Students will be able to effectively express ideas and information to others through written communication.
3. **Quantitative Reasoning:** Students will be able to solve problems that are quantitative in nature.
4. **Oral Communication:** Demonstrate effective business communication through both written and verbal means.
5. **Information Literacy:** Demonstrate effective business communication through both written and verbal means.

CC	Course	Activity	Measure	Direct/ Indirect	Criteria for Success	Who Will Measure	Collection Schedule
1	BMG/MGT 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)	
			Average Cumulative Profit	Direct	Average cumulative profit will be at or above TBD on Round 3.	N/A (Simulation Score)	
2	BUS/BBU 4089 – Internship in Business	Final Internship Research Report	AACU Written Communication Value Rubric	Direct	Average student score for each criteria 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
3	MGT/BMG 4088 – Strategic Management	Peregrine Comprehensive Exit Exam Quantitative Techniques/Statistics	Peregrine Comprehensive Exit Exam Quantitative Techniques/Statistics Results	Direct	Average score of all students will be at or above a score of 45	N/A (Exam score)	Fall, Spring

4	BUS/BBU 4089 – Internship in Business	Video Cover Letter	AACU Oral Communication Value Rubric	Direct	Average student score for each criteria 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
5	BUS/BBU 4089 – Internship in Business	Final Internship Research Report	AACU Information Literacy Value Rubric	Direct	Average student score for each criteria 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