

**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 criteria for success per disciplinary area	N/A (Exam score)	MGT 4088: Fall, Spring BMG 4088: Spring, Summer
2 TUG	MGT 4088 - Strategic Management	CAPSIM Inbox GM Simulation	CAPSIM Inbox GM Simulation Results	Direct	Average score of all students will be above the 45 <sup>th</sup> percentile on the national CAPSIM Inbox GM Simulation	N/A (Simulation Score)	Fall, Spring
2 BBA	BMG 4088 – Strategic Management	CAPSIM COMP-XM Simulation	CAPSIM COMP-XM Simulation Results – Balanced Score Card	Direct	Average student score will be above the 70 <sup>th</sup> percentile on the national COMP-XM Simulation	N/A (Simulation score)	Fall, Spring, Summer
			CAPSIM COMP-XM Simulation Results – Board Query	Direct	Average student score will be above the 55 <sup>th</sup> percentile on the national COMP-XM Board Query	N/A (Simulation score)	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

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

		Video Cover Letter	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
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 <sup>th</sup> 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).

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
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

**Fermanian School of Business**  
**Accounting Major-Specific Assessment Plan**

A1. Exhibit detailed knowledge of accounting.

A2. Identify issues and evaluate performance using managerial accounting.

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

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
A1	ACC 4025 - 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 3.0 or higher	2 Full-time FSB Faculty	Spring

**Fermanian School of Business**  
**Finance Major-Specific Assessment Plan**

C1. Exhibit an in-depth knowledge of financial management, investment and international finance theories.

C2. Prepare a business valuation using finance tools and theories.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
C1	FIN 4025 – Financial Statement Analysis and Valuation	Peregrine Finance Advanced Topic Exit Exam	Peregrine Finance Advanced Topic Exit Exam Results	Direct	Average student score at or above 55 on the Finance Major-Specific Exit Exam	N/A (Exam Score)	Spring
C2	FIN 4025 – Financial Statement Analysis and Valuation	Final Exam 2 Question	Finance Major PLO #C2 Rubric	Direct	Average student score for each criterion on the Finance Major PLO #C2 Rubric will be a 3.00 or higher	2 Full-time FSB Faculty	Spring

**Fermanian School of Business  
Information Systems Assessment Plan**

1. Write correct and robust software.
2. Analyze the interaction between hardware and software.
3. Demonstrate general knowledge of theories and practices in the core areas of business.
4. Critically analyze and apply business knowledge to solve complex business situations.
5. Apply technical knowledge and critical thinking to solve problems.
6. Demonstrate effective business communication through both written and verbal means.
7. Collaborate effectively in teams.
8. Understand and create arguments supported by quantitative evidence.
9. Formulate business decisions informed by ethical attitudes and values.
10. Understand the professional, ethical and social issues and responsibilities with the implementation and use of technology.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
1	CSC 2054 – Data Structures in C++	Signature Assignment	CSC 2054 Signature Assignment Rubric	Direct	80% of students should have an average score of at least 2 in each major area.	MICS Faculty	Annually
2	CSC 3014 – Operating Systems	Signature Assignment	Points Scored on CSC 3014 Signature Assignment	Direct	80% of students should have an average score of at least 7.	N/A (Points Scores)	Annually
3	MGT 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)	Fall, Spring
4	MGT 4088 - Strategic Management	CAPSIM Inbox GM Simulation	CAPSIM Inbox GM Simulation Results	Direct	Average score of all students will be above the 45th percentile on the national CAPSIM Inbox GM Simulation	N/A (Simulation Score)	Fall, Spring
5	ISS 4014 – Data Base Systems and Web Integration	Signature Assignment	ISS 4014 Signature Assignment Rubric	Direct	80% of students should have an average score of at least 2.5 in each major area.	MICS Faculty	Annually

6	ISS 4081 - Senior Seminar in Information Systems	Senior Seminar Final Project	Final Presentation	Direct	80% of students should have an average score of at least 2.5 in each major area.	MICS Faculty	Annually
			Final Paper	Direct	80% of students should have an average score of at least 2.5 in each major area.	MICS Faculty	Annually
7	MGT 4088 – Strategic Management	CAPSIM Capstone Simulation	CAPSIM Capstone Simulation Results	Direct	Average team score Icofwill be above the 75 <sup>th</sup> percentile on the national Capstone Simulation	N/A (Simulation score)	Fall, Spring
		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
8	ISS 4014 - Data Base Systems and Web Integration	Signature Assignment	ISS 4014 Signature Assignment Rubric	Direct	80% of students should have an average score of at least 2.5 in each major area.	MICS Faculty	Annually
9	BUS 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	Fall, Spring
10	ISS 4072 - Internship in Information Systems	Signature Assignment	ISS 4072 Signature Assignment Rubric	Direct	80% of students should have an average score of at least 2.5 in each major area.	MICS Faculty	Annually

**Fermanian School of Business**  
**International Development Major-Specific Assessment Plan**

- E1. Exhibit an in-depth knowledge of International Development theories and concepts.  
 E2. Compare approaches to decision making in for-profit and non-profit environments based on international development concepts.  
 E3. Evaluate the similarities and differences of the economic conditions between developed and developing countries based on International Development knowledge.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
E1	MGT 4070 – Nonprofit Organization Management	Peregrine International Development Advanced Topic Exit Exam	Peregrine International Development Advanced Topic Exit Exam Results	Direct	Average student score at or above 60 on the International Development Major-Specific Exit Exam	N/A Exam Score	Spring
E2	MGT 4070 – Nonprofit Organization Management	Final Exam Question	International Development Major PLO #E2 Rubric	Direct	The average score for each criterion of the International Development Major PLO #E2 Rubric will be a 3.0 or higher out of 4.0.	2 Full-time FSB Faculty	Spring
E3	MGT 4070 – Nonprofit Organization Management	Final Study Abroad Paper	International Development Major PLO #E3 Rubric	Direct	The average score for each criterion of the International Development Major PLO #E3 Rubric will be a 3.0 or higher out of 4.0.	2 Full-time FSB Faculty	Spring

**Fermanian School of Business  
Management Major-Specific Assessment Plan**

F1. Exhibit an in-depth knowledge of management theory.

F2. Assess the competitive advantage of a business based on management concepts.

**Entrepreneurship Concentration**

F3. Analyze a startup pitch based on entrepreneurship knowledge and concepts.

**Supply Chain Concentration**

F4. Analyze the essential elements of a supply chain.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
F1	MGT 4084 – Operations Management	Peregrine Management Advanced Topic Exit Exam	Peregrine Management Advanced Topic Exit Exam Results	Direct	Average student score at or above 50 on the Management Major-Specific Exit Exam	N/A (Exam Score)	Spring
F2	MGT 4084 – Operations Management	Comparative Operational Analysis	Management Major PLO #F2 Rubric	Direct	Average student score for each criterion on the Management Major PLO #F2 Rubric will be a 3.00 or higher	2 Full-time FSB Faculty	Spring
F3	MGT 3082 – Applied Entrepreneurship	Startup Pitch Analysis Memo	Management Major (Entrepreneurship Concentration) PLO #F3 Rubric	Direct	Average student score for each criterion on the Management Major (Entrepreneurship Concentration) PLO #F3 Rubric will be a 3.00 or higher	2 Full-time FSB Faculty	Spring
F4	MGT 3062 - Logistics Management	Final Exercise	Management Major (Supply Chain Concentration) PLO #F4 Rubric	Direct	Average student score for each criterion on the Management Major (Supply Chain Concentration) PLO #F4 Rubric will be a 3.00 or higher	2 Full-time FSB Faculty	Spring

**Fermanian School of Business  
Marketing Major-Specific Assessment Plan**

- G1. Exhibit an in-depth knowledge of marketing theory and concepts.  
G2. Evaluate a marketing strategy based on marketing knowledge and concepts.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
G1	MKT 4060 – Marketing Strategy	Peregrine Marketing Advanced Topic Exit Exam	Peregrine Marketing Advanced Topic Exit Exam Results	Direct	Average student score at or above 60 on the Marketing Major-Specific Exit Exam	N/A (Exam Results)	Spring
G2	MKT 4060 – Marketing Strategy	Firm Application Paper	Marketing Major PLO #G2 Rubric	Direct	Average student score for each criterion on the Marketing Major PLO #G2 Rubric will be a 3.00 or higher	2 Full-time FSB Faculty	Spring