

Fermanian School of Business
Undergraduate Core Assessment Plan

1. Demonstrate 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 attitudes and values. (DQP: Civic and Global Learning)
5. Collaborate effectively in teams. (DQP: Applied and Collaborative Learning)

PLO	Course	Activity	Measure	Direct/ Indirect	LiveText	Criteria for Success	Who Will Measure	2-Year Schedule
1	MGT 488 – Strategic Management	Peregrine Comprehensive Exit Exam*	Peregrine Comprehensive Exam Results	Direct	N	At or above the average total score and average disciplinary scores of national ACBSP schools	N/A (Exam score)	FA17, SP18 FA18, SP19
2	MGT 488 – Strategic Management	CAPSIM COMP-XM Simulation	CAPSIM COMP-XM Simulation Results – Balanced Score Card	Direct	N	Average student score will be above 70 th percentile on the national COMP-XM Simulation	N/A (Simulation score)	FA17, SP18 FA18, SP19
			CAPSIM COMP-XM Simulation Results – Board Query	Direct	N	Average student score will be above 55 th percentile on the national COMP-XM Board Query	N/A (Simulation score)	FA17, SP18 FA18, SP19
3	BUS 489 – Internship in Business	Final Internship Research Report	AACU Written Communication Value Rubric	Direct	Y	Average student score for each criteria on the AACU Written Communication Value Rubric will be a 3.0 or higher out of 4.0	2-3 FSB Faculty (excluding course instructor)	FA17, SP18, SU18 FA18, SP19, SU19
			AACU Information Literacy Value Rubric	Direct	Y	Average student score for each criteria on the AACU Information Literacy Value Rubric will be a 3.0 or higher out of 4.0	2-3 FSB Faculty (excluding course instructor)	FA17, SP18, SU18 FA18, SP19, SU19
		Video Cover Letter	AACU Oral Communication Value Rubric	Direct	Y	Average student score for each criteria on the AACU Oral Communication Value Rubric will be a 3.0 or higher out of 4.0	2-3 FSB Faculty (excluding course instructor)	FA17, SP18, SU18 FA18, SP19, SU19

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

4	MGT 488 – Strategic Management	CAPSIM COMP-XM Ethics Module	CAPSIM COMP-XM Ethics Module Results	Direct	N	Average student score will be above the 55 th percentile on the national COMP-XM Ethics Module	N/A (Module results)	FA17, SP18 FA18, SP19
5	MGT 488 – Strategic Management	CAPSIM Capstone Simulation	CAPSIM Capstone Simulation Results	Direct	N	Average team score will be above 75 th percentile on the national Capstone Simulation	N/A (Simulation score)	FA17, SP18 FA18, SP19
		CAPSIM COMP-XM Knowledge of Teamwork Module	CAPSIM COMP-XM Knowledge of Teamwork Module Results	Direct	N	Average student score will be above the 75 th percentile on the COMP-XM Knowledge of Teamwork Module	N/A (Module Results)	FA17, SP18 FA18, SP19
		CAPSIM Capstone Peer Evaluation Module	CAPSIM Capstone Peer Evaluation Module Results	Indirect	N	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)	FA17, SP18 FA18, SP19

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

Fermanian School of Business
Accounting Major-Specific Assessment Plan

- A1. Demonstrate in-depth knowledge of accounting and federal tax regulations.
A2. Apply accounting knowledge in the preparation and evaluation of financial statements.
A3. Apply knowledge in federal tax regulations to evaluate tax positions and planning opportunities.

PLO	Course	Activity	Measure	Direct/ Indirect	LiveText	Criteria for Success	Who Will Measure	2-Year Schedule
A1	ACC 460 - Auditing	Peregrine Accounting Advanced Topic Exit Exam	Peregrine Accounting Advanced Topic Exit Exam Results	Direct	N	TBD	N/A (Exam Score)	SP18, SP19
A2	ACC 460 - Auditing	Preparation of Financial Statements and Memo	Accounting Major PLO #A2 Rubric	Direct	Y	Average student score for each criteria on the Accounting Major PLO #A2 Rubric will be a 3.00 or higher	2-3 Full-time FSB Faculty	SP18, SP19
A3	ACC 411 - Federal Tax Accounting II	Client Tax Letter	Accounting Major PLO#A3 Rubric	Direct	Y	Average student score for each criteria on the Accounting Major PLO #A3 Rubric will be a 3.25 or higher	2-3 Full-time FSB Faculty	SP18, SP19

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

- B1. Demonstrate in-depth knowledge of economic theory in microeconomics, macroeconomics and econometrics.
 B2. Apply tools of economic analysis to critically evaluate relevant issues.
 B3. Apply economic theories to analyze the effectiveness of economic policies to solve relevant issues.

PLO	Course	Activity	Measure	Direct/ Indirect	LiveText	Criteria for Success	Who Will Measure	2-Year Schedule
B1	ECO 460 - Econometrics	Peregrine Economics Advanced Topic Exit Exam	Peregrine Economics Advanced Topic Exit Exam Results	Direct	N	TBD	N/A (Exam Score)	SP18, SP19
B2	ECO 460 - Econometrics	Final Economics Term Paper	Economics Major PLO #B2 Rubric	Direct	Y	Average student score for each criteria on the Economics Major PLO #B2 Rubric will be a 3.00 or higher	2-3 Full-time FSB Faculty	SP18, SP19
B3	ECO 460 - Econometrics	Final Economics Term Paper	Economics Major PLO #B3 Rubric	Direct	Y	Average student score for each criteria on the Economics Major PLO #B3 Rubric will be a 3.00 or higher	2-3 Full-time FSB Faculty	SP18, SP19

Fermanian School of Business
Finance Major-Specific Assessment Plan

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

C2. Apply finance theories and tools in the analysis and valuation of a business.

PLO	Course	Activity	Measure	Direct/ Indirect	LiveText	Criteria for Success	Who Will Measure	2-Year Schedule
C1	FIN 425 – Financial Statement Analysis and Valuation	Peregrine Finance Advanced Topic Exit Exam	Peregrine Finance Advanced Topic Exit Exam Results	Direct	N	TBD	N/A (Exam Score)	SP18, SP19
C2	FIN 425 – Financial Statement Analysis and Valuation	Valuation Case Study Analysis	Finance Major PLO #C2 Rubric	Direct	Y	Average student score for each criteria on the Finance Major PLO #C2 Rubric will be a 3.00 or higher	2-3 Full-time FSB Faculty	SP18, SP19

Fermanian School of Business
Undergraduate Information Systems Major-Specific Assessment Plan

D1. Demonstrate knowledge of information systems and be prepared for careers that use information systems, and graduate study in fields related to information systems.

D2. Write correct and robust software.

D3. Analyze the interaction between hardware and software.

D4. Apply critical thinking, technical and information systems knowledge to solve problems.

D5. Understand and create arguments supported by quantitative evidence.

PLO	Course	Activity	Measure	Direct/ Indirect	LiveText	Criteria for Success	Who Will Measure	2-Year Schedule
D1	TBD	Peregrine Information Systems Advanced Topic Exit Exams	Peregrine Information Systems Advanced Topic Exit Exams Results	Direct	N	TBD	N/A (Exam Scores)	SP18, SP19
	N/A	Alumni Survey - Distributed every 5 years	Responses to Alumni Survey	Indirect	N	TBD	N/A (Survey Response)	Summer 2020
D2	CSC 252 - Data Structures in C++	Signature Assignment	CSC 252 Signature Assignment Rubric	Direct	N	80% of students should have an average score of at least 2 in each of the major areas.	MICS Faculty	AY17-18 AY18-19
D3	CSC 314 - Operating Systems	Signature Assignment	Points Scored on CSC 314 Signature Assignment	Direct	N	80% of students should have an average score of at least 7.	N/A (Points Scores)	AY17-18 AY18-19
D4	ISS 414 - Data Base Systems and Web Integration	Signature Assignment	ISS 414 Signature Assignment Rubric	Direct	N	80% of students should have an average score of at least 2.5 in each of the major areas.	MICS Faculty	AY17-18 AY18-19
D5	N/A	ETS Proficiency Profile Level 2 Math	Score on ETS Proficiency Profile on Level 2 Math	Direct	N	90% of students will be Marginal or Proficient at Level 2.	N/A (Exam Score)	AY17-18 AY18-19

Fermanian School of Business
International Development Major-Specific Assessment Plan

- E1. Demonstrate an in-depth knowledge of International Development theories and concepts.
- E2. Apply international development concepts in the comparison of approaches to decision making in for-profit and non-profit environments.
- E3. Apply international development knowledge in the evaluation of the similarities and differences of the economic conditions between developed and developing countries.

PLO	Course	Activity	Measure	Direct/ Indirect	LiveText	Criteria for Success	Who Will Measure	2-Year Schedule
E1	MGT 470 – Nonprofit Organization Management	Peregrine International Development Advanced Topic Exit Exam	Peregrine International Development Advanced Topic Exit Exam Results	Direct	N	TBD	N/A Exam Score	SP18, SP19
E2	MGT 470 – Nonprofit Organization Management	Final Exam Question	International Development Major PLO #E2 Rubric	Direct	Y	The average score for each criteria of the International Development Major PLO #E2 Rubric will be a 3.0 or higher out of 4.0.	2-3 Full-time FSB Faculty	FA17, FA18
E3	N/A Graduating ID Majors recognized every Fall and Spring	Final Study Abroad Paper	International Development Major PLO #E3 Rubric	Direct	Y	70% of students will score a 3.0 or higher on each category of the International Development Major PLO #E3 Rubric	2-3 Full-time FSB Faculty	SP18 FA18, SP19

Fermanian School of Business
Marketing Major-Specific Assessment Plan

- G1. Demonstrate in-depth knowledge of marketing theory and concepts.
 G2. Apply marketing knowledge and concepts in the analysis of a marketing strategy.

PLO	Course	Activity	Measure	Direct/ Indirect	LiveText	Criteria for Success	Who Will Measure	2-Year Schedule
G1	MKT 460 – Marketing Strategy	Peregrine Marketing Advanced Topic Exit Exam	Peregrine Marketing Advanced Topic Exit Exam Results	Direct	N	TBD	N/A (Exam Results)	SP18, SP19
G2	MKT 460 – Marketing Strategy	Firm Application Paper	Marketing Major PLO #G2 Rubric	Direct	Y	Average student score for each criteria on the Marketing Major PLO #G2 Rubric will be a 3.00 or higher	2-3 Full-time FSB Faculty	SP18, SP19