

**Fermanian School of Business**  
**Bachelors of Business Administration 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)

**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.

PLO	Course	Activity	Measure	Direct/ Indirect	Portfolium	Criteria for Success	Who Will Measure	Timing
1	BMG 4088L – Strategic Management Lab	Peregrine Comprehensive Exit Exam*	Peregrine Comprehensive Exam Results	Direct	N	At or above the set criteria for success per disciplinary area	N/A (Exam score)	Summer
2	BMG 4088 – Strategic Management	CAPSIM COMP-XM Simulation	CAPSIM COMP-XM Simulation Results – Balanced Score Card	Direct	N	Average student score will be above 70 <sup>th</sup> percentile on the national COMP-XM Simulation	N/A (Simulation score)	Summer
			CAPSIM COMP-XM Simulation Results – Board Query	Direct	N	Average student score will be above 55 <sup>th</sup> percentile on the national COMP-XM Board Query	N/A (Simulation score)	Summer
3	BBU 4089 – 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)	Spring
			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)	Spring

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

		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)	Spring
4	BMG 4088 – Strategic Management	CAPSIM COMP-XM Ethics Module	CAPSIM COMP-XM Ethics Module Results	Direct	N	Average student score will be above the 70 <sup>th</sup> percentile on the national COMP-XM Ethics Module	N/A (Module results)	Summer
5	BMG 4088 – Strategic Management	CAPSIM Capstone Simulation	CAPSIM Capstone Simulation Results	Direct	N	Average team score will be above 75 <sup>th</sup> percentile on the national Capstone Simulation	N/A (Simulation score)	Summer
		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 <sup>th</sup> percentile on the COMP-XM Knowledge of Teamwork Module	N/A (Module Results)	Summer
		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)	Summer

A1	BMG 4088L – Strategic Management Lab	Peregrine Management Advanced Topic Exit Exam	Peregrine Management Advanced Topic Exit Exam Results	Direct	N	Average student score at or above 60 on the Management Major-Specific Exit Exam	N/A (Exam Score)	Summer
A2	BMG 4012 – Leadership Theory and Practice	Final Paper	Management Concentration PLO #A2 Rubric	Direct	Y	Average student score for each criteria on the Management Concentration PLO #A2 Rubric will be a 3.00 or higher	2-3 Full-time FSB Faculty	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 60 on the Marketing Major-Specific Exit Exam	N/A (Exam Results)	Spring
B2	BMK 3036 – Integrated Marketing Communications	IMC Plan Analysis 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	2-3 Full-time FSB Faculty	Spring

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