

**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 | Portfolium | Criteria for Success | Who Will Measure | Collection Schedule |
|-----|-----------------------------------|------------------------------------|---|---------------------|------------|---|--|----------------------|
| 1 | MGT 4088 – Strategic Management | 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) | Fall, Spring |
| 2 | MGT 4088 – 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) | Fall, Spring |
| | | | 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) | Fall, Spring |
| 3 | BUS 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) | Fall, Spring, Summer |
| | | | 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) | Fall, Spring, Summer |
| | | 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) | Fall, Spring, Summer |

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

| | | | | | | | | |
|---|---------------------------------|---|---|----------|---|---|---------------------------|--------------|
| 4 | MGT 4088 – Strategic Management | CAPSIM COMP-XM Ethics Module | CAPSIM COMP-XM Ethics Module Results | Direct | N | Average student score will be above the 70 th percentile on the national COMP-XM Ethics Module | N/A (Module results) | Fall, Spring |
| 5 | MGT 4088 – 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) | Fall, Spring |
| | | 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) | Fall, Spring |
| | | 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) | Fall, Spring |

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

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

- A1. Exhibit detailed knowledge of accounting and federal tax regulations.
 A2. Analyze financial statements using accounting knowledge.
 A3. Evaluate tax positions and planning opportunities based on federal tax knowledge.

| PLO | Course | Activity | Measure | Direct/ Indirect | Portfolio | Criteria for Success | Who Will Measure | Collection Schedule |
|------------|---|--|---|-----------------------------|------------------|---|------------------------------|--------------------------------|
| A1 | ACC 4060 - Auditing | Peregrine Accounting Advanced Topic Exit Exam | Peregrine Accounting Advanced Topic Exit Exam Results | Direct | N | Average student score at or above 60 on the Accounting Major- Specific Exit Exam | N/A (Exam Score) | Spring |
| A2 | ACC 4060 - Auditing | Audit Planning 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 | Spring |
| A3 | ACC 4011 - 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 3.00 or higher | 2-3 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.

| PLO | Course | Activity | Measure | Direct/ Indirect | Portfolio | Criteria for Success | Who Will Measure | Collection Schedule |
|------------|---|--|--|-----------------------------|------------------|--|---------------------------|----------------------------|
| C1 | FIN 4025 – Financial Statement Analysis and Valuation | Peregrine Finance Advanced Topic Exit Exam | Peregrine Finance Advanced Topic Exit Exam Results | Direct | N | Average student score at or above 60 on the Finance Major-Specific Exit Exam | N/A (Exam Score) | Spring |
| C2 | FIN 4025 – 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 | Spring |

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 2052 - 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 3014 - 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 4014 - 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. 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.

| PLO | Course | Activity | Measure | Direct/ Indirect | Portfolio | Criteria for Success | Who Will Measure | Collection Schedule |
|------------|--|--|--|-----------------------------|------------------|---|---------------------------|----------------------------|
| E1 | MGT 4070 – Nonprofit Organization Management | Peregrine International Development Advanced Topic Exit Exam | Peregrine International Development Advanced Topic Exit Exam Results | Direct | N | 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 | 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 | Spring |
| E3 | MGT 4070 – Nonprofit Organization Management | Final Study Abroad Paper | International Development Major PLO #E3 Rubric | Direct | Y | The average score for each criteria of the International Development Major PLO #E3 Rubric will be a 3.0 or higher out of 4.0. | 2-3 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.

Global Business Concentration

F4. Analyze essential elements of conducting business globally.

| PLO | Course | Activity | Measure | Direct/ Indirect | Portfolio | Criteria for Success | Who Will Measure | Collection Schedule |
|------------|-------------------------------------|---|--|-----------------------------|------------------|--|---------------------------|----------------------------|
| F1 | MGT 4084 – Operations Management | 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) | Spring |
| F2 | MGT 4084 – Operations Management | Final Project | Management Major PLO #F2 Rubric | Direct | Y | Average student score for each criteria on the Management Major PLO #F2 Rubric will be a 3.00 or higher | 2-3 Full-time FSB Faculty | Spring |
| F3 | MGT 3082 – Applied Entrepreneurship | Startup Pitch Analysis Memo | Management Major (Entrepreneurship Concentration) PLO #F3 Rubric | Direct | Y | Average student score for each criteria on the Management Major (Entrepreneurship Concentration) PLO #F3 Rubric will be a 3.00 or higher | 2-3 Full-time FSB Faculty | Spring |
| F4 | ECO 4010 – International Economics | Case Study Analysis | Management Major (Global Business Concentration) PLO #F4 Rubric | Direct | Y | Average student score for each criteria on the Management Major (Global Business Concentration) PLO #F4 Rubric will be a 3.00 or higher | 2-3 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.

| PLO | Course | Activity | Measure | Direct/ Indirect | Portfolio | Criteria for Success | Who Will Measure | Collection Schedule |
|------------|-------------------------------|--|--|-----------------------------|------------------|--|---------------------------|----------------------------|
| G1 | MKT 4060 – Marketing Strategy | 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 |
| G2 | MKT 4060 – 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 | Spring |