

Fermanian School of Business
Undergraduate Core Assessment Plan
Updated: 12/6/2016

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)	FA16, SP17 FA17, SP18
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)	FA16, SP17 FA17, SP18
			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)	FA16, SP17 FA17, SP18
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)	FA 16, SP 17, SU17 FA17, SP18, SU18
			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)	FA 16, SP 17, SU17 FA17, SP18, SU18
		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)	FA 16, SP 17, SU17 FA17, SP18, SU18

* 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)	FA16, SP17 FA17, SP18
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)	FA16, SP17 FA17, SP18
		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)	FA16, SP17 FA17, SP18
		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)	FA16, SP17 FA17, SP18

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

Fermanian School of Business
Accounting Major-Specific Assessment Plan
DATE: 12/6/2016

- 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)	SP17, SP18
A2	ACC 460 - Auditing	Preparation of Financial Statements and Audit Planning Considerations	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	SP17, SP18
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	SP17, SP18

Undergraduate Economics Major-Specific Assessment Plan

DATE: 12/6/2016

- B1. Demonstrate in-depth knowledge of economic theory in microeconomics, macroeconomics and econometrics.
- B2. Critically evaluate decisions using tools of economic analysis.
- B3. Analyze the effectiveness of economic policies to solve national and/or global economic 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)	SP17, SP19
B2	ECO 460 - Econometrics	Final Economics Term Paper	Economics Major PLO #B2 Rubric	Direct	Y	TBD	2-3 Full-time FSB Faculty	SP17, SP19
B3	ECO 460 - Econometrics	Final Economics Term Paper	Economics Major PLO #B3 Rubric	Direct	Y	TBD	2-3 Full-time FSB Faculty	SP17, SP19

Undergraduate Finance Major-Specific Assessment Plan

DATE: 12/6/2016

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

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

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)	FA17, FA18
C2	FIN 425 – Financial Statement Analysis and Valuation	Valuation Case Study Analysis	TBD Rubric	Direct	Y	TBD	2-3 Full-time FSB Faculty	FA17, FA18

Fermanian School of Business
International Development Major-Specific Assessment Plan
DATE: 12/6/2016

- E1. Demonstrate an in-depth knowledge of International Development theories and concepts.
E2. Compare and contrast approaches to decision making in for-profit and non-profit environments.
E3. Evaluate 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	FA17
E2	MGT 470 – Nonprofit Organization Management	Final Exam Question	International Development Major PLO #E2 Rubric	Direct	Y	TBD	2-3 Full-time FSB Faculty	FA16, FA17
E3	MGT 488L – Strategic Management Lab	Final Study Abroad Paper	International Development Major PLO #E3 Rubric	Direct	Y	Average student score for each criteria on the International Development Major PLO #E3 Rubric will be a 3.0 or higher out of 4.0	2-3 Full-time FSB Faculty	SP17, FA17

Fermanian School of Business
Management Major-Specific Assessment Plan
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- F1. Demonstrate an in-depth knowledge of management theory.
 F2. Apply management theories to effectively address challenging business scenarios.

PLO	Course	Activity	Measure	Direct/ Indirect	LiveText	Criteria for Success	Who Will Measure	2-Year Schedule
F1	MGT 320 – Organizational Behavior	Peregrine Management Advanced Topic Exit Exam	Peregrine Management Advanced Topic Exit Exam Results	Direct	N	TBD	N/A (Exam Score)	SP17, SP18
F2	MGT 320- Organizational Behavior	Consulting Signature Assignment	Management Major PLO#F2 Rubric	Direct	Y	Average student score for each criteria on the Management Major PLO #F2 Rubric will be a 3.0 or higher	2-3 Full-time FSB Faculty	SP17, SP18

Undergraduate Marketing Major-Specific Assessment Plan

DATE: 12/6/2016

G1. Demonstrate in-depth knowledge of marketing theory and concepts.

G2. Apply marketing research skills to inform marketing decision making.

G3. Develop, analyze, and evaluate strategic and tactical marketing plans and programs, and assess marketing performance.

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)	SP17, SP18
G2	MKT 432 – Marketing Research	Final Exam Question - Research Plan Outline	Marketing Major PLO #G2a Rubric	Direct	Y	Average score for each criteria of the Marketing Major PLO #G2a Rubric will be a 3.0 or higher	2-3 Full-time FSB Faculty	FA16, FA17
		Final Exam Question - Analysis of SPSS Research Data	Marketing Major PLO #G2b Rubric	Direct	Y	Average score for each criteria of the Marketing Major PLO #G2b Rubric will be a 3.0 or higher	2-3 Full-time FSB Faculty	FA16, FA17
G3	MKT 460 – Marketing Strategy	Final Exam Question – Marketing Plan Outline	Marketing Major PLO #G3a Rubric	Direct	Y	Average student score for each criteria on the Marketing Major PLO #G3a Rubric will be a 3.0 or higher	2-3 Full-time FSB Faculty	SP16, SP17
		Final Written Case: Assessment of Company’s Marketing Programs and Performance Activity	Marketing Major PLO #G3b Rubric	Direct	Y	Average student score for each criteria on the Marketing Major PLO #G3b Rubric will be a 3.0 or higher	2-3 Full-time FSB Faculty	SP17