

**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 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 70 <sup>th</sup> percentile on the national COMP-XM Simulation	N/A (Simulation score)	Spring, Summer
			CAPSIM COMP-XM Simulation Results – Board Query	Direct	Average student score will be above 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 criteria 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 criteria 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 criteria 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 criteria will be a 3.0 or higher out of 4.0	2 FSB Faculty (excluding course instructor)	Fall, Spring, Summer
5 TUG	BUS 4088 - Strategic Management	Team Member Evaluation by Business Partner (Consulting Project)	Team Member Evaluation by Business Partner Scores	Direct	Average team scores per the Business Partner survey will be a 4.5 or higher on a 5.0 scale in all five areas	N/A (Survey Scores)	Fall, Spring
		Team Member Evaluation by Student Peers (Consulting Project)	Team Member Evaluation by Student Peers Score	Indirect	Average team score per the Student survey results will be a 4.5 or higher on a 5.0 scale	N/A (Survey score)	Fall, Spring
5 BBA	BMG 4088 – Strategic Management	CAPSIM Capstone Simulation	CAPSIM Capstone Simulation Results	Direct	Average team score will be above 75 <sup>th</sup> percentile on the national Capstone Simulation	N/A (Simulation score)	Spring, Summer
		CAPSIM COMP-XM Knowledge of Teamwork Module	CAPSIM COMP-XM Knowledge of Teamwork Module Results	Direct	Average student score will be above the 75 <sup>th</sup> percentile on the COMP-XM Knowledge of Teamwork Module	N/A (Module Results)	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)	Spring, Summer

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**Fermanian School of Business**  
**Bachelors of Business Administration Assessment Plan**

**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.

A1	BMG 4084 – Operations Management	Peregrine Management Advanced Topic Exit Exam	Peregrine Management Advanced Topic Exit Exam Results	Direct	N	Average student score at or above 57.5 on the Management Concentration-Specific Exit Exam	N/A (Exam Score)	Summer
A2	BMG 4084 – Operations Management	Final Paper	Management Concentration PLO #F2 Rubric (same as TUG)	Direct	Y	Average student score for each criteria on the Management Concentration PLO #A2 Rubric will be a 3.00 or higher	2 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 57.5 on the Marketing Concentration-Specific Exit Exam	N/A (Exam Results)	Spring
B2	BMK 3036 – Integrated Marketing Communications	Simulation Briefing 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 Full-time FSB Faculty	Spring

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