

**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

\* 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. Prepare a set of consolidated financial statements using financial accounting knowledge.  
A3. Evaluate tax positions and planning opportunities based on federal tax knowledge.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Portfolio</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
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 55 on the Accounting Major-Specific Exit Exam	N/A (Exam Score)	Spring
A2	ACC 4021 – Advanced Accounting	Exam 2 Consolidation Problem	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 Full-time FSB Faculty	Fall
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 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.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Portfolio</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
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 55 on the Finance Major-Specific Exit Exam	N/A (Exam Score)	Spring
C2	FIN 4025 – Financial Statement Analysis and Valuation	Final Exam 2 Question	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 Full-time FSB Faculty	Spring

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

- D1. Write correct and robust software.  
D2. Analyze the interaction between hardware and software.  
D3. Apply technical knowledge and critical thinking to solve problems.  
D4. Understand and create arguments supported by quantitative evidence.

PLO	Course	Activity	Measure	Direct/ Indirect	Portfolio	Criteria for Success	Who Will Measure	Collection Schedule
D1	CSC 2054 – Data Structures in C++	Signature Assignment	CSC 2054 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	Annually
D2	CSC 3014 – Operating Systems	Signature Assignment	Points Scored on CSC 3014 Signature Assignment	Direct	N	80% of students should have an average score of at least 7.	N/A (Points Scores)	Annually
D3	ISS 4014 – Data Base Systems and Web Integration	Signature Assignment	ISS 4014 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	Annually
D4	ISS 4014 - Data Base Systems and Web Integration	Signature Assignment	ISS 4014 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	Annually

**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.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Portfolio</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
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 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 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.

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 50 on the Management Major-Specific Exit Exam	N/A (Exam Score)	Spring
F2	MGT 4084 – Operations Management	Comparative Operational Analysis	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 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 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.

<b>PLO</b>	<b>Course</b>	<b>Activity</b>	<b>Measure</b>	<b>Direct/ Indirect</b>	<b>Portfolio</b>	<b>Criteria for Success</b>	<b>Who Will Measure</b>	<b>Collection Schedule</b>
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 Full-time FSB Faculty	Spring