BBA Learning Objectives
(from the Assurance of Learning Committee for Fall 2008 Convocation)

Goal 1: Students are effective communicators.
  Goal 1.1: Students write effectively.
    High emphasis courses: ENGL 203, BUSA 421, BUSA 111, BCIS 338, MGT 309, MGT 344 and 470
    Course in which assessment occurs: BUSA 365, ENGL 203?
  Goal 1.2: Students can give effective oral presentations.
    High emphasis courses: BUSA 421, COMM 265, MGT 344
    Course in which assessment occurs: COMM 265?

Goal 2: Students can operate effectively in a team setting.
  Goal 2.1: Students know how to be an effective team player and show an understanding of and appreciation for team dynamics by working toward a common goal on a group project.
    High emphasis courses: BUSA 421, MGT 344 and 470
    Course in which assessment occurs:

  Goal 2.2: Students demonstrate an adequate understanding of and appreciation for diversity including gender, age, ethnicity, and socioeconomic background.
    High emphasis courses: MGT 309, BUSA 111 and 421, MGT 470
    Course in which assessment occurs: MGT 309

Goal 3: Students understand how different business disciplines work together to create value for the firm and its owners.
  Course in which assessment occurs: BUSA 365
  Assessment data: BUSA 365 (fa 07)

Goal 4: Students are effective users of information technology.
  Goal 4.1: Students can acquire information using relevant information technologies.
    High emphasis courses: BCIS 110 and 338
    Course in which assessment occurs: BCIS 338?
  Goal 4.2: Students can use information technology to manipulate information into a form usable in business decision making.
    High emphasis courses: BCIS 110 and 338
    Course in which assessment occurs: BCIS 338?
  Goal 4.3: Students can use information technology to disseminate information to others.
    High emphasis courses: BCIS 110 and 338
    Course in which assessment occurs: BCIS 338?

Goal 5: Students possess analytical problem-solving capabilities.
  Goal 5.1: Students can develop an analytical and systematic approach to solving problems.
    High emphasis courses: BUSA 421, ACCT 251 and 252, ECON 252, and 304, BCIS 338, MGT 344 and 470
    Course in which assessment occurs: ECON 304
  Goal 5.2: Students can solve problems using statistical data analysis.
    High emphasis courses: EST 251, MGT 470
    Course in which assessment occurs: EST 251
  Goal 5.3: Students can solve problems using management science techniques.
    High emphasis courses: MGT 344 and 470
Goal 5.4: Students can apply financial decision making skills to solving problems.
   High emphasis courses: ACCT 251 and 252, FIN 341
   Course in which assessment occurs: FIN 341

Goal 6: Students have an understanding of ethical decision-making.
   Goal 6.1: Students can recognize ethical problems.
      High emphasis courses: BUSA 111, BCIS 338, MKTG 303
      Course in which assessment occurs: MKTG 489, MKTG 303
   Goal 6.2: Students can recognize legal problems.
      High emphasis courses: BLAW 316
      Course in which assessment occurs: BLAW 316
   Goal 6.3: Students can choose and defend resolutions for practical ethical situations that arise in business and society.
      High emphasis courses:
      Course in which assessment occurs:

MBA Learning Objectives
(from the Graduate Committee)

Goal 1: Demonstrate well-developed oral and written communication skills by the producing high quality written work and making high quality oral presentations of said work.
   Curriculum coverage:
   Courses for assessment: BLAW 502, MKTG 503, MGT 503

Goal 2: Demonstrate well-developed critical thinking skills by completing a major business project requiring problem solving, decision making, and other analytical skills.
   Curriculum coverage:
   Courses for assessment: ACCT 503, MKTG 503, BLAW 502, FIN 503, ECON 503, BCIS 502

Goal 3: Demonstrate proficiency in quantitative analysis.
   Curriculum coverage:
   Courses for assessment: MGT 502, MGT 512, ACCT 503, FIN 503, ECON 503

Goal 4: Demonstrate well-developed leadership skills.
   Curriculum coverage:
   Courses for assessment: MGT 503, MGT 590

Goal 5: Demonstrate proficiency in dealing with ethical and legal issues in business.
   Curriculum coverage:
   Courses for assessment: BLAW 502