

**Business Administration BS/Minor  
2017-2018 Student Learning Outcomes**

Outcome		Assessment Methods
1	<i>Students demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.</i>	<i>Written assignments Company analysis presentation</i>
2	<i>Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.</i>	<i>Test questions Company analysis</i>
3	<i>Students integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.</i>	<i>Marketing plan Written case analysis Company analysis</i>
4	<i>Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.</i>	<i>Marketing plan Company analysis</i>
5	<i>Students demonstrate competency in logical reasoning and data analysis skills.</i>	<i>Midterm exam Test evaluated with rubric</i>
6	<i>Students demonstrate discipline specific knowledge across general business courses.</i>	<i>Marketing plan Test evaluated with rubric Final evaluation surveys completed by internship employers/sponsors</i>