

Undergraduate HSB Programs - Learning Goals and Outcomes

UCAC Assessment Subcommittee (Adopted 10/23/12)

The following set of goals and outcomes articulates the student outcomes that will be measured over the next five years (2012-2017). A second set of goals and outcomes will be included in the second generation of this program assessment system. Possible goals/outcomes added at that time include teamwork/collaboration, ethics, cultural competency, knowledge in the major, multiple framing and/or cross-functional understanding. Selection of first generation outcomes does not indicate priority across learning outcomes.

Goal 1: Our students will be effective communicators.

Learning Outcome(s):

- 1.1 – Students will write professional documents.
- 1.2 – Students will deliver professional formal presentations.

Goal 2: Our students will possess strong critical thinking and problem-solving skills.

Learning Outcome(s):

- 2.1 – Students will use appropriate methodology to analyze and synthesize data.

Goal 3: Our students will possess core content knowledge.

Learning Outcome(s):

3.1 (BBA) – Students will understand core concepts and demonstrate knowledge in accounting, business law, economics, finance, management, marketing and quantitative business analysis.

3.1 (BA) – Students will understand concepts and demonstrate knowledge in core areas of economics: specifically, consumer and producer behavior, market dynamics, short and long run macroeconomic models, and research methods in economics.

Goal 4: Our students will possess the ability to use technology appropriate to their professions.

Learning Outcome(s):

- 4.1 – Students will demonstrate proficiency in using analytical software tools