

## Discipline Learning Outcome Results 2014-2016

The Learning Outcomes were minimized from 5 to 3 in Fall 2016. Courses were re-determined for assessment by using a heat map where the learning outcomes were taught, exposed and assessed. Therefore, some of the assessment in the last two years have been in courses that will no longer be the courses that have been identified as the course to be assessed in the future.

### Accounting

APLO1 - Prepare and evaluate financial statements according to generally accepted accounting principles and identify, research and propose solutions to accounting and financial reporting concerns. **ACCT311**

APLO2 - Analyze and communicate the effect of basic tax rules on individuals, partnerships and corporations, and prepare basic tax returns. **ACCT315**

APLO3 - Analyze and evaluate costing systems, and prepare appropriate reports for managerial decision support. **ACCT313**

The initial benchmark is 70% of students will perform at the pass (pass or fail), correct (correct or incorrect) or satisfactory (exemplary, satisfactory and unsatisfactory) level .

Learning Outcome	Assessment Date	Course	Measurement	Results	Continual Improvement Decisions
APLO1	Spring 2014	ACC311	3 point rubric	100% of students met or exceeded the target of 70%	All students enrolled in the course should be given a comprehensive pre-course problem or case during the first two weeks of the course to measure their level of accounting skills.
APLO2	Spring 2017	ACC315	3 point rubric		The prerequisite for the course need to be revised to include a timeframe for the last time students have taken Principles of Accounting I and II. Students need to have taken the basic courses with a recent timeframe (possibly within 2 years).
APLO3	Fall 2017	ACC313	3 point rubric		

### Finance

FLO1 Students will determine the value of an asset and identify the relationship between risk and return through financial analysis of a company **FINA422**

FLO2 Students will apply the bank chartering process and explain the current debate on financial market regulation **FINA424**

FLO3 Students will apply the different strategies related to trading stocks and bonds to construct a well-diversified portfolio **FINA422**

The initial benchmark is 70% of students will perform at the pass (pass or fail), correct (correct or incorrect) or satisfactory (exemplary, satisfactory and unsatisfactory) level .

Learning Outcome	Assessment Date	Course	Measurement	Results	Continual Improvement Decisions
<b>FLO1</b>	Spring and Fall every 2 years	FINA422	Research Project	87.5% of students met or exceeded the target of 70% scoring acceptable or higher	Include expanded analysis and conclusions along with recommendations for further work
<b>FLO2</b>	Spring and Fall every 2 years	FINA320	Research Project	55.8% of students met or exceeded the target of 70% scoring acceptable or higher	Include more explanation of how financial markets function across the globe.
<b>FLO3</b>	Spring and Fall every 2 years	FINA422	Research Project	87.5% of students met or exceeded the target of 70% scoring acceptable or higher	Include expanded analysis and conclusions along with recommendations for further work

## Economics

ELO1 To critically apply economic analysis and reasoning to evaluate and make inferences on policy issues **ECON422, ECON 423, ECON 448**

ELO2 To demonstrate awareness of current global economic issues **ECON 321**

ELO3 To utilize quantitative and economic analysis in decision-making **ECON483**

The initial benchmark is 70% of students will perform at the pass (pass or fail), correct (correct or incorrect) or satisfactory (exemplary, satisfactory and unsatisfactory) level .

Learning Outcome	Assessment Date	Course	Measurement	Results	Continual Improvement Decisions
<b>EL01</b>	Spring 2017 every 2 years	ECON422, ECON423 or ECON448	TBD in Spring 2017	Changed the Learning Outcome and will assess in Spring 2017	
<b>EL02</b>	Fall 2014, every 2 years	ECON321	Research Project	77.7% of students met or exceeded the target of 70% scoring acceptable or higher	Include shorter assignments and more in-class problem-solving.
<b>EL03</b>	Fall 2014, every two years	ECON483	Research Project	69.6% of students met or exceeded the target of 70% scoring acceptable or higher	Insist on mastery of key concepts for each chapter. Include more in-class problem-solving

### Marketing

MKLO1 Apply various marketing research techniques to identify and solve complex marketing problems **MKTG430**

MKLO2 Develop a marketing portfolio **MKTG 337**

MKLO3 Develop marketing strategies using the 4P's **MKTG 231 (or MKTG 438)**

The initial benchmark is 70% of students will perform at the pass (pass or fail), correct (correct or incorrect) or satisfactory (exemplary, satisfactory and unsatisfactory) level .

Learning Outcome	Assessment Date	Course	Measurement	Results	Continual Improvement Decisions
<b>MKLO1</b>	Spring 2017	MKTG430	Research Project		

<b>MKLO2</b>	Fall 2016 Every 2 years	MKTG337	4 point Rubric	76% of students met or exceeded the target of 70% scoring acceptable or higher	Including elements of time management.
<b>MKLO3</b>	Fall 2016 Every 2 years	MKTG231 or MKTG438	Research Presentation	87.5% of students met or exceeded the target of 70% scoring acceptable or higher	Include more oral presentation tips.

### Management

MGLO1 Explain management functions and the role of structures, strategies, teams, efficiency and motivation in organizational growth and development **MGMT101**

MGLO2 Formulate a set of managerial decisions, policies and procedures that influence the behavior and performance of individuals and groups in the organization **MGMT347**

MGLO3 Identify, describe and synthesize the key internal and external issues facing the organization **MGMT347**

The initial benchmark is 70% of students will perform at the pass (pass or fail), correct (correct or incorrect) or satisfactory (exemplary, satisfactory and unsatisfactory) level.

Learning Outcome	Assessment Date	Course	Measurement	Results	Continual Improvement Decisions
<b>MLO1</b>	Fall 2015 and 2016	MGMT440	Research Project	80% of students met or exceeded the target of 70% scoring acceptable or higher	Emphasize “charting a Company’s Long-Term Direction: Vision, Mission, Objectives and Strategies”
<b>MGLO2</b>	Fall 2015 and 2016	MGMT472	Research project	97% of students met or exceeded the target of 70% scoring acceptable or higher	Include more case studies and hands on role-playing

<b>MGLO3</b>	Fall 2015 and 2016	MGMT440	Research Project	80% of students met or exceeded the target of 70% scoring acceptable or higher	Expose students early in the semester to business strategies they will learn throughout the semester
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## Information Systems

ISLO1 Identify and describe opportunities and challenges facing e-business systems in today's global business environment **INSS463**

ISLO2 Apply the Software Development Life-Cycle (SDLC) using a prescribed methodology and a computer aided software engineering (CASE) tool **INSS361**

ISLO3 Design and formulate management problems using Decision Support Systems models – **INSS462**

Learning Outcome	Assess ment Date	Course	Measurement	Results	Continual Improvement Decisions
<b>ISLO1</b>	Spring and Fall every semester	INSS463	Research Paper	77% of students met or exceeded the target of 70% scoring acceptable or higher	Students should take writing courses and learn how to do research and use references. They need to be introduced to a more global perspective, not just U.S.
<b>ISLO2</b>	Fall 2014 Every 2 years	INSS361	Group Project	75% of students met or exceeded the target of 70% scoring acceptable or higher	Students need to apply BUIS 305 concepts, introduction to object oriented programming to help understand the SDLC.
<b>ISLO3</b>	Spring 2014, every 2 years	INSS462	Research Project	100% of students met or exceeded the target of 70% scoring acceptable or higher	The students need to finish BUIS 362 the database course before taking BUIS462. The database course will help them to understand the concepts of Entity Relationship Diagram (ERD), the structure query language (SQL) and the normalization. All these concepts will help the students to retrieve, analyze and visualize the data to prepare the report, and making decisions

## Entrepreneurship

**ENTLO1** Ability to identify and recognize needs and create an entrepreneurial opportunity **ENT541**

**ENTLO2** Identify the challenges of creating and developing a venture **ENT 541**

**ENTLO3** Utilize business tools to develop opportunity into functional plans **ENT541**

Since this is a new addition, benchmarks need to be determined.

Learning Outcome	Assessment Date	Course	Measurement	Results	Continual Improvement Decisions
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<b>ENTLO1</b>	Fall 2017	ENT541	To be determined		
<b>ENTLO2</b>	Fall 2017	ENT541	To be determined		
<b>ENTLO3</b>	Fall 2017	ENT541	Rubric to be determined		