

Major(s): Computational Finance, Economics/Finance, International Business, Management, Marketing, Public Relations, Sports Marketing, & General Business

Department: Business Administration

Year of Last Revision: 2015

Program-Level Student Learning Outcomes



Graduates of the Department of Business Administration will be able to:

1. Develop critical thinking skills for use in problem solving in the fields of management and marketing. The student will be able to:
 - a. Employ a number of qualitative and quantitative models and/or methods for decision making.
2. Prepare students for the changing environment. The student will be able to:
 - a. Demonstrate the impact of trends on management decisions.
 - b. Articulate their roles as individuals, members of a multicultural society, and/or as a member of the global community.
 - c. Summarize the essential elements of team building, employee empowerment, business ethics, decision making, problem solving, and quality.
3. Develop students who can be able to communicate effectively (orally, nonverbally, and in writing) within an organizational setting. The student will be able to:
 - a. Demonstrate the ability to speak effectively in an organizational setting.
 - b. Demonstrate the ability to write clear, concise business communications.
 - c. Select, organize, and employ appropriate technology in classroom presentations.
4. Use the economic principles to support reasoning. The student will be able to:
 - a. Analyze and assess fundamental economic concepts such as supply, demand, subjective value, opportunity cost, and marginal analysis.
5. Understand and apply the principles of finance. The student will be able to:
 - a. Apply fundamental financial concepts such as time value of money, risk and return trade-offs, cost of capital, and characteristics of financial instruments.
6. Understand how various economic systems function and interact in a global society.
 - a. Appraise and compare the characteristics of market, mixed and command economies and distinguish between different types of economic systems.

- b. Appraise and compare fundamental concepts of international trade.
 - c. Evaluate various economic systems in the light of biblical truth.
- 7. Understand basic concepts of quantitative analysis as they apply to business enterprise.
 - a. Explain fundamental concepts in quantitative analysis such as probability, regression analysis, sampling techniques, distribution functions, and measure of central tendency and dispersion.
- 8. Achieve proficiency in synthesizing the primary concepts of management, marketing, economics, and finances within a Christian worldview.
 - a. Identify the economic, financial, management, marketing, and ethical issues that bear on business decision making.
 - b. Identify the management, marketing, and ethical implications of economic and financial decisions.
 - c. Evaluate business decision alternatives within a Christian worldview in order to recommend and justify appropriate courses of action.

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Curriculum Map



BUS 2023	MGT 4083	LDR 4053	BUS 4053	ECO 3053	FIN 3053	MKT 3023	MGT 3013	ECO 2033	ECO 2023	BUS 2013	
											Goal 1: Develop critical thinking skills for use in problem solving in the fields of management and marketing. The student will be able to...
I	M			R	R			I	I		a. Employ a number of qualitative and quantitative models and/or methods for decision making. --CT
											Goal 2: Prepare students for the changing environment. The student will be able to...
	M				R		R			I	a. Demonstrate the impact of trends on management decisions.
			M	M		R	R			I	b. Articulate their roles as individuals, members of a multicultural society, and/or as a member of the global community.
	M	M				R	R			I	c. Summarize the essential elements of team building, employee empowerment,

											business ethics, decision making, problem solving, and quality.
											Goal 3: Develop students who can be able to communicate effectively (orally, nonverbally, and in writing) within an organizational setting. The student will be able to...
	M	M				R	R			IR	a. Demonstrate the ability to speak effectively in an organizational setting.--CE
	M	M	R	R	R	R	R			IR	b. Demonstrate the ability to write clear, concise business communications.--CE
	M		R	R	R	R	R			IR	c. Select, organize, and employ appropriate technology in classroom presentations.--CE
											Goal 4: Use the economic principles to support reasoning. The student will be able to...
	M			R	R			IR	IR		a. Analyze and assess fundamental economic concepts such as supply, demand, subjective value, opportunity cost, and marginal analysis.--CT
											Goal 5: Understand and apply the principles of finance. The student will be able to ...
	M				IR						a. Apply fundamental financial concepts such as time value of money, risk and return trade-offs, cost of capital, and characteristics of financial instruments.
											Goal 6: Understand how various economic systems function and interact in a global

											society. The student will be able to...
			M	M				IR	IR		a. Appraise and compare the characteristics of market, mixed and command economies and distinguish between different types of economic systems.--CT
			RM	RM				IR	IR		b. Appraise and compare fundamental concepts of international trade.--CT
		M	RM	RM				I	I		c. Evaluate various economic systems in the light of biblical truth.--CT
											Goal 7: Understand basic concepts of quantitative analysis as the apply to business enterprise. The student will be able to...
IRM											a. Explain fundamental concepts in quantitative analysis such as probability, regression analysis, sampling techniques, distribution functions, and measure of central tendency and dispersion. CT
											Goal 8: Achieve proficiency in synthesizing the primary concepts of management, marketing, economics, and finances within a Christian worldview. The student will be able to...
	M	R				R	R	I	I	I	a. Identify the economic, financial, management, marketing, and ethical issues that bear on business decision making.

	M				IR	IR	IR				b. Identify the management, marketing, and ethical implications of economic and financial decisions.
	M	M					R			I	c. Evaluate business decision alternatives within a Christian worldview in order to recommend and justify appropriate courses of action.--CT

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Assessment Plan



Who will be involved	When and how often the PLSLO will be assessed	How the PLSLO will be assessed	Where the PLSLO will be assessed	
				<p>Goal 1: Develop critical thinking skills for use in problem solving in the fields of management and marketing.The student will be able to...</p>
		<p>Management Strategy & Policy simulation</p>		<p>a. Employ a number of qualitative and quantitative models and/or methods for decision making. --CT</p>
				<p>Goal 2: Prepare students for the changing environment. The student will be able to...</p>
		<p>Management Strategy & Policy simulation</p>		<p>a. Demonstrate the impact of trends on management decisions.</p>
		<p>Projects in International Business and/or International Economics</p>		<p>b. Articulate their roles as individuals, members of a multicultural society, and/or as a member of the global community.</p>

		Projects in Principles of Management and/or Principles of Marketing		c. Summarize the essential elements of team building, employee empowerment, business ethics, decision making, problem solving, and quality.
				Goal 3: Develop students who can be able to communicate effectively (orally, nonverbally, and in writing) within an organizational setting. The student will be able to...
				a. Demonstrate the ability to speak effectively in an organizational setting.--CE
		Course assignments in Business Communication & Ethics and Professional Development		b. Demonstrate the ability to write clear, concise business communications.--CE
		Projects in Business Communications, Principles of Marketing, Principles of Management, and Management Strategy and Policy		c. Select, organize, and employ appropriate technology in classroom presentations.--CE
				Goal 4: Use the economic principles to support reasoning. The student will be able to:
		Papers in Principles of Micro and Macro		a. Analyze and assess fundamental economic concepts such as supply,

		Economics		demand, subjective value, opportunity cost, and marginal analysis.--CT
				Goal 5: Understand and apply the principles of finance. The student will be able to :
		Projects & Papers in Business Finance		a. Apply fundamental financial concepts such as time value of money, risk and return trade-offs, cost of capital, and characteristics of financial instruments.
				Goal 6: Understand how various economic systems function and interact in a global society. The student will be able to:
		Papers & Projects in International Business and/or International Economic		a. Appraise and compare the characteristics of market, mixed and command economies and distinguish between different types of economic systems.--CT
		Projects in International Business and/or International Economics		b. Appraise and compare fundamental concepts of international trade.--CT
		Projects in International Business and/or International Economics		c. Evaluate various economic systems in the light of biblical truth.--CT
				Goal 7: Understand basic concepts of quantitative analysis as the apply to

				business enterprise. The student will be able to...
		Final exam in Business Statistics		a. Explain fundamental concepts in quantitative analysis such as probability, regression analysis, sampling techniques, distribution functions, and measure of central tendency and dispersion. CT
				Goal 8: Achieve proficiency in synthesizing the primary concepts of management, marketing, economics, and finances within a Christian worldview. The student will be able to...
		Management Strategy and Policy simulation		a. Identify the economic, financial, management, marketing, and ethical issues that bear on business decision making.
		Management Strategy and Policy simulation		b. Identify the management, marketing, and ethical implications of economic and financial decisions.
				c. Evaluate business decision alternatives within a Christian worldview in order to recommend and justify appropriate courses of action.--CT

