Major(s): Accounting, Accounting and Information Assurance, Computational Finance, Computer and Information Sciences, Cybersecurity Management, Digital Marketing, Economics/Finance, International Business, Management, Marketing, Public Relations, Sport Business Department: Robert W. Plaster College of Business Year of Last Revision: 2022 Program-Level Student Learning Outcomes



Graduates of the Robert W. Plaster College of Business will be able to:

- 1. Comprehend and apply management principles.
  - a. Employ the management process to achieve organizational objectives.
  - Assessment:
    - 1. MGT 3013 Principles of Management Students will earn an average of 80% or higher on Case Studies. (Direct, Formative)
    - 2. MGT 4083 Strategic Management Students will earn an average of 70% or higher on the Balanced Scorecard from the Simulation. (Direct, Summative)
    - 3. Major Field Test Students will earn an average of 70% or higher on the Management portion. (External, Summative)
  - b. Apply qualitative and quantitative models to enhance process efficiency and effectiveness.
  - Assessment:
    - 1. MGT 4083 Strategic Management Students will earn an average of 70% or higher on the Balanced Scorecard from the Simulation. (Direct, Summative)
    - 2. MGT 3033 Operations Management Students will earn an average of 80% or higher on the Case Studies. (Direct, Formative)
    - 3. Major Field Test Students will earn an average of 70% or higher on the Management portion. (External, Summative)
  - c. Incorporate strategic thinking in business decision making.
  - Assessment:
    - 1. MGT 4083 Strategic Management Students will show an increase in Strategic Audit scores over each of the three rounds. (Direct, Summative)

- 2. Major Field Test Students will earn an average of 70% or higher on the Management portion. (External, Summative)
- 2. Demonstrate an understanding of accounting principles used in financial statement preparation and business decision making.
  - a. Understand the accounting cycle and utilize common financial statements.
  - Assessment:
    - 1. ACC 2013 Principles of Financial Accounting Students will earn an average of 80% or higher improvement on Pre- to Post-Test. (Direct, Summative)
    - 2. ACC 2013 Principles of Financial Accounting Students will earn an average of 75% or higher on the Accounting Cycle Project. (Direct, Formative)
    - 3. Major Field Test Students will earn an average of 70% or higher on the Accounting portion. (External, Summative)
  - b. Employ financial information for business decision making.
  - Assessment:
    - 1. ACC 2043 Principles of Managerial Accounting Students will earn an average of 80% or higher improvement on Pre- to Post-Test. (Direct, Summative)
    - 2. ACC 2043 Principles of Managerial Accounting Students will earn an average of 80% or higher on Excel Projects. (Direct, Formative)
    - 3. Major Field Test Students will earn an average of 70% or higher on the Accounting portion. (External, Summative)
- 3. Employ economic thinking to encourage effective reasoning.
  - a. Understand different economic systems.
  - Assessment:
    - 1. ECO 2023 Principles of Microeconomics Students will earn an average of 80% or higher on the Economic Systems written assignment. (Direct, Formative)
    - 2. Major Field Test Students will earn an average of 70% or higher on the Economics portion. (External, Summative)
  - b. Understand the complex interactions between markets and governments.
  - Assessment:
    - 1. ECO 2023 Principles of Microeconomics Students will earn an average of 80% or higher on the Minimum Wage written assignment. (Direct, Formative)

- 2. ECO 2033 Principles of Macroeconomics Students will earn an average of 80% or higher on Unit 3 written assignments. (Direct, Formative)
- 3. Major Field Test Students will earn an average of 70% or higher on the Economics portion. (External, Summative)
- 4. Comprehend and apply marketing principles.
  - a. Apply marketing principles and strategies to identify and satisfy the needs and wants of consumers.
  - Assessment:
    - 1. MKT 3023 Principles of Marketing Students will earn an average of 80% or higher on the Final Marketing Plan. (Direct, Summative)
    - 2. Major Field Test Students will earn an average of 70% or higher on the Marketing portion. (External, Summative)
- 5. Apply the use of financial tools in decision making.
  - a. Apply financial business decisions to enhance shareholder wealth.
  - Assessment:
    - 1. FIN 3053 Business Finance Students will earn an average of 70% or higher on the Company Financial Analysis Project. (Direct, Summative)
    - 2. Major Field Test Students will earn an average of 70% or higher on the Finance portion. (External, Summative)
    - 3. MGT 4083 Strategic Management Students will earn an average of 70% or higher on the Balanced Scorecard. (Direct, Summative)
- 6. Apply concepts or processes related to data analytics and statistics.
  - a. Identify and perform processes, tasks, operations, and statistical measures for data analytics.
  - Assessment:
    - 1. CIS 3123 Survey of Data Science Students will earn an average of 80% or higher on assignments focused on data processing and analysis. (Direct, Formative)
  - b. Identify, use, and evaluate a software tool to perform analytics-based operations and tasks.
  - Assessment:
    - 1. CIS 3123 Survey of Data Science Students will earn an average of 80% or higher on assignments focused on analytics and machine learning. (Direct, Formative)
  - c. Identify, conduct, and analyze a hypothesis test.

- Assessment:
  - 1. BUS 2023 Business Statistics Students will earn an average of 80% or higher on Unit 4 Exam Questions about hypothesis testing. (Direct, Formative)
- 7. Demonstrate the ability to work effectively in a group environment.
  - a. Develop projects in a group environment.
  - Assessment:
    - MKT 3023 Principles of Marketing Students will earn an average of 80% or higher on the Final Marketing Plan. (Direct, Summative)
    - 2. MKT 3023 Principles of Marketing Students will earn an average of 80% or higher on peer group evaluations. (Indirect, Summative)
    - MGT 4083 Strategic Management Students will earn an average of 80% or higher on the Final Strategic Audit. (Direct, Summative)
    - 4. MGT 4083 Strategic Management Students will earn an average of 80% or higher of peer group evaluations. (Indirect, Summative)
  - b. Present collaborative work as a group.
  - Assessment:
    - 1. MKT 3023 Principles of Marketing Students will earn an average of 80% or higher on the Final Marketing Plan Presentation. (Direct, Summative)
    - 2. MKT 3023 Principles of Marketing Students will earn an average of 80% or higher on external evaluator score for the Final Marketing Plan. (External, Summative)
    - 3. MGT 4083 Strategic Management Students will earn an average of 80% or higher on the Final Audit Presentation. (Direct, Summative)
    - 4. LDR 4043 Ethics and Professional Development Students will earn an average of 80% or higher on the Ethical Theory Group Presentation. (Direct, Formative)
- 8. Employ effective oral and written communication skills.
  - a. Demonstrate the ability to write effectively.
  - Assessment:
    - 1. BUS 2013 Business Communications Students will earn an average of 80% or higher on all written assignments in the course. (Direct, Formative)

- 2. LDR 4043 Ethics and Professional Development Students will earn an average of 80% or higher on their Final Career Documents. (Direct, Formative)
- b. Demonstrate the ability to deliver an effective oral presentation.
- Assessment:
  - 1. MKT 3023 Principles of Marketing Students will earn an average of 80% or higher on external evaluator score for the Final Marketing Plan Presentation. (External, Summative)
  - 2. BUS 3073 Legal Environment of Business I Students will earn an average of 80% or higher on the Legal Debate Assignment. (Direct, Formative)
  - 3. MGT 4083 Strategic Management Students will earn an average of 80% or higher on the Final Audit Presentation. (Direct, Summative)
  - 4. MGT 3013 Principles of Management Students will earn an average of 80% or higher on the Case Presentation. (Direct, Formative)
  - 5. LDR 4043 Ethics and Professional Development Students will earn an average of 70% or higher on their Interview Blitz Interviews. (External, Formative)
- 9. Evaluate business from a Biblical Perspective.
  - a. Apply decision making with knowledge of a Christian worldview.
  - Assessment:
    - 1. MGT 4083 Strategic Management Students will earn an average of 80% or higher on the Biblical Support for Strategic Management assignment. (Direct, Formative)
    - 2. MKT 3023 Principles of Marketing Students will earn an average of 80% or higher on the Faith Integration Assignment. (Direct, Formative)
    - 3. MGT 3033 Operations Management Students will earn an average of 80% or higher on the Counting the Cost assignment. (Direct, Formative)
  - b. Develop a personal ethical model and utilize it in addressing a dilemma related to the student's major.
  - Assessment:
    - 1. LDR 4043 Ethics and Professional Development Students will earn an average of 80% or higher on their Personal Ethical Model Application Presentation. (Direct, Summative)

Where the PLSLO will be assessed MGT 3013 Principles of Management	How the PLSLO will be assessed		When and how often the PLSLO will be assessed	PLSLO 1
MGT 4083 Strategic Management Major Field Test MGT 3033 Operations Management				
			Fall/Winterfe	PLSLO
MGT 3013 Principles of Management	Case Studies	(Direct, Formative) (Direct,	st	1.a.
MGT 4083 Strategic Management	Simulation - Balanced Scorecard	Summative)	Fall/Spring	
Major Field Test	Management Portion	(External, Summative)	Spring	
		(Direct,		PLSLO
MGT 4083 Strategic Management	Simulation - Balanced Scorecard	Summative)	Fall/Spring	1.b.
MGT 3033 Operations Management	Case Studies	(Direct, Formative)	Fall/Spring	
Major Field Test	Management Portion	(External, Summative)	Spring	
MGT 4083 Strategic Management	Audit Scores	(Direct, Summative)	Fall/Spring	PLSLO 1.c.
		(External,		1.0.
Major Field Test	Management Portion	Summative)	Spring	
ACC 2013 Priniciples of Financial Accounting ACC 2043 Priniciples of Managerial Accounting Major Field Test				PLSLO 2
ACC 2013 Principles of Financial		(Direct,		PLSLO
Accounting	Pre- to Post-Test	Summative)	Fall/Spring	2.a.

ACC 2013 Principles of Financial				
Accounting	Accounting Cycle Project	(Direct, Formative)	Fall/Spring	
		(External,		
Major Field Test	Accounting Portion	Summative)	Spring	
ACC 2043 Principles of Managerial		(Direct,		PLSLO
Accounting	Pre- to Post-Test	Summative)	Fall/Spring	2.b.
ACC 2043 Principles of Managerial				
Accounting	Excel Projects	(Direct, Formative)	Fall/Spring	
		(External,		
Major Field Test	Accounting Portion	Summative)	Spring	
ECO 2023 Priniciples of Microeconomics ECO 2033 Priniciples of Macroeconomics Major Field Test				PLSLO 3
				PLSLO
ECO 2023 Principles of Microeconomics	Written Assignment	(Direct, Formative)	Fall/Spring	3.a.
·		(External,		
Major Field Test	Economics Portion	Summative)	Spring	
				PLSLO
ECO 2023 Principles of Microeconomics	Written Assignment	(Direct, Formative)	Fall/Spring	3.b.
ECO 2033 Principles of Macreconomics	Written Assignment	(Direct, Formative)	Fall/Spring	
		(External,		
Major Field Test	Economics Portion	Summative)	Spring	
MKT 3023 Principles of Marketing Major Field Test				PLSLO 4
		(Direct,		PLSLO
MKT 3023 Principles of Marketing	Marketing Plan	Summative)	Fall/Spring	4.a.
·		(External,		
Major Field Test	Marketing Portion	Summative)	Spring	
FIN 3053 Business Finance Major Field Test MGT 4083 Strategic Management				PLSLO 5
		(Direct,	1	PLSLO
FIN 3053 Business Finance	Company Financial Analysis	Summative)	Fall/Spring	5.a.

		(External,		
Major Field Test	Finance Portion	Summative)	Spring	
		(Direct,		
MGT 4083 Strategic Management	Balanced Scorecard	Summative)	Fall/Spring	
		(Direct,		PLSLO 6
BUS 2023 Business Statistics	Hypothesis Exam	Summative)	Fall/Spring	
				PLSLO
CIS 3123 Survey of Data Science	Data Processing and Analysis	(Direct, Formative)	Fall/Spring	6.a.
				PLSLO
CIS 3123 Survey of Data Science	Analytics and Machine Learning	(Direct, Formative)	Fall/Spring	6.b.
				PLSLO
BUS 2023 Business Statistics	Exam Questions	(Direct, Formative)	Fall/Spring	6.c.
LDR 4043 Ethics and Professional				PLSLO 7
Development MGT 4083				
Strategic Management				
MKT 3023 Principles of Marketing				
		(Direct,		PLSLO
MKT 3023 Principles of Marketing	Final Marketing Plan	Summative)	Fall/Spring	7.a
		(Indirect,		
MKT 3023 Principles of Marketing	Peer Group Evaluations	Summative)	Fall/Spring	
		(Direct,		
MGT 4083 Strategic Management	Final Strategic Audit	Summative)	Spring	
		(Indirect,		
MGT 4083 Strategic Management	Peer Group Evaluations	Summative)	Spring	
		(Direct,		PLSLO
MKT 3023 Principles of Marketing	Final Marketing Plan	Summative)	Fall/Spring	7.b.
		(External,		
MKT 3023 Principles of Marketing	External Evaluator Score	Summative)	Fall/Spring	
		(Direct,		
MGT 4083 Strategic Management	Final Audit	Summative)	Fall/Spring	
LDR 4043 Ethics and Professional				
Development	Ethical Theory Group Presentation	(Direct, Formative)	Fall/Spring	

BUS 2013 Business Communications BUS 3073 Legal Environment of Business I LDR 4043 Ethics and Professional Development MGT 3013 Principles of Management MGT 4083 Strategic Management MKT 3023 Principles of Marketing				PLSLO 8
				PLSLO
BUS 2013 Business Communications	Written Assignments	(Direct, Formative)	Fall/Spring	8.a.
LDR 4043 Ethics and Professional				
Development	Career Documents	(Direct, Formative)	Fall/Spring	
		(External,		PLSLO.8.
MKT 3023 Principles of Marketing	Final Marketing Plan Presentation	Summative)	Fall/Spring	b.
BUS 3073 Legal Environment of Business I	Legal Debate Assignment	(Direct, Formative)	Fall	
		(Direct,		
MGT 4083 Strategic Management	Final Audit Presentation	Summative)	Fall/Spring	
MGT 3013 Principles of Management	Case Presentation	(Direct, Formative)	Spring	
LDR 4043 Ethics and Professional		(External,		
Development	Interview Blitz Interview	Formative)	Fall/Spring	
LDR 4043 Ethics and Professional Development MGT 3033 Operations Management MGT 4083 Strategic Management MKT 3023 Principles of Marketing				PLSLO 9
	Biblical Support for Strategic Management			PLSLO
MGT 4083 Strategic Management	Assignment	(Direct, Formative)	Fall/Spring	9.a.
MKT 3023 Principles of Marketing	Faith Integration Assignment	(Direct, Formative)	Fall/Spring	
MGT 3033 Operations Management	Counting the Costs Assignment	(Direct, Formative)	Fall/Spring	
LDR 4043 Ethics and Professional Development	Ethical Model Application Presentation	(Direct, Summative)	Fall/Spring	PLSLO 9.b.

Graduates of the Robert															
W. Plaster College of	MAT	BUS	ACC	ACC	ECO	ECO	MGT	МКТ	BUS	MGT	FIN	BUS	CIS	LDR	MGT
Business will be able to:	1173	2013	2013	2043	2023	2033	3013	3023	2023	3033	3053	3073	3123	4043	4083
Goal 1: Comprehend															
and apply management															
principles.															
a. Employ the															
management process to															
achieve organizational															
objectives.							IR			R					М
b. Apply qualitative and															
quantitiative models to															
enhance process															
efficiency and															
effectiveness.							I			R					М
- 1															
c. Incorporate strategic															
thinking in business										<b>D</b>					
decision making. Goal 2: Demonstrate an							1			R					M
understanding of															
accounting principles used in financial															
statement and business															
decision making. a. Understand the															
accounting cycle and															
utilize common financial															
			IR	R							м				
statements.			IK	К							IVI				
b. Employ financial															
information for business															
decision making.			1	R											М

Goal 3: Employ economic thinking to encourage effective								
reasoning.								
a. Understand different								
economic systems.		IR	RM					
b. Understand the								
complex interactions								
between markets and								
governments.		IR	RM					
Goal 4: Comprehend								
and apply marketing								
principles.								
a. Apply marketing								
principles and strategies								
to identify and satisfy								
the needs and wants of								
consumers.				IRM				
Goal 5: Apply the use of								
financial tools in								
decision making.								
a. Apply financial								
business decisions to								
enhance shareholder								
wealth.						IR		М
Goal 6: Apply concepts								
or processes related to								
data analytics and								
statistics.								

a. Identify and perform processes, tasks, operations, and											
statistical measures for data analytics.									IRM		
b. Identify, use, and evaluate a software tool to perform analytics- based operations and tasks.									IRM		
c. Identify, conduct, and analyze a hypothesis test.	IR					RM					
Goal 7: Demonstrate the ability to work effectively in a group environment.											
a. Develop projects in a group environment.					R	1				R	М
b. Present collaborative work as a group.					R	1				R	м
Goal 8: Employ effective oral and written communication skills.											
a. Demonstrate the ability to write effectively.			R			I		R		RM	м

b. Demonstrate the ability to deliver an effective oral presentation.				R	1		R	RM	M
Goal 9: Evaluate business from a Biblical Perspective									
a. Apply decision making with knowledge of a Christian worldview.				R	I	R		M	
b. Develop a personal ethical model and utilize it in addressing a dilemma related to the student's major.								RM	