

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.

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)

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

Major Field Test	Finance Portion	(External, Summative)	Spring	
MGT 4083 Strategic Management	Balanced Scorecard	(Direct, Summative)	Fall/Spring	
BUS 2023 Business Statistics	Hypothesis Exam	(Direct, Summative)	Fall/Spring	PLSLO 6
CIS 3123 Survey of Data Science	Data Processing and Analysis	(Direct, Formative)	Fall/Spring	PLSLO 6.a.
CIS 3123 Survey of Data Science	Analytics and Machine Learning	(Direct, Formative)	Fall/Spring	PLSLO 6.b.
BUS 2023 Business Statistics	Exam Questions	(Direct, Formative)	Fall/Spring	PLSLO 6.c.
LDR 4043 Ethics and Professional Development MGT 4083 Strategic Management MKT 3023 Principles of Marketing				PLSLO 7
MKT 3023 Principles of Marketing	Final Marketing Plan	(Direct, Summative)	Fall/Spring	PLSLO 7.a
MKT 3023 Principles of Marketing	Peer Group Evaluations	(Indirect, Summative)	Fall/Spring	
MGT 4083 Strategic Management	Final Strategic Audit	(Direct, Summative)	Spring	
MGT 4083 Strategic Management	Peer Group Evaluations	(Indirect, Summative)	Spring	
MKT 3023 Principles of Marketing	Final Marketing Plan	(Direct, Summative)	Fall/Spring	PLSLO 7.b.
MKT 3023 Principles of Marketing	External Evaluator Score	(External, Summative)	Fall/Spring	
MGT 4083 Strategic Management	Final Audit	(Direct, 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
BUS 2013 Business Communications	Written Assignments	(Direct, Formative)	Fall/Spring	PLSLO 8.a.
LDR 4043 Ethics and Professional Development	Career Documents	(Direct, Formative)	Fall/Spring	
MKT 3023 Principles of Marketing	Final Marketing Plan Presentation	(External, Summative)	Fall/Spring	PLSLO.8. b.
BUS 3073 Legal Environment of Business I	Legal Debate Assignment	(Direct, Formative)	Fall	
MGT 4083 Strategic Management	Final Audit Presentation	(Direct, Summative)	Fall/Spring	
MGT 3013 Principles of Management	Case Presentation	(Direct, Formative)	Spring	
LDR 4043 Ethics and Professional Development	Interview Blitz Interview	(External, Formative)	Fall/Spring	
LDR 4043 Ethics and Professional Development MGT 3033 Operations Management MGT 4083 Strategic Management MKT 3023 Principles of Marketing				PLSLO 9
MGT 4083 Strategic Management	Biblical Support for Strategic Management Assignment	(Direct, Formative)	Fall/Spring	PLSLO 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.

b. Demonstrate the ability to deliver an effective oral presentation.								R	I			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.									I					RM	