Cycle 4 (Fall 2022-Spring 2025; 1st Measurement Iteration): SB Undergraduate Assessment Plan & Curriculum Map Updated: June 2, 2024

Key:

Assessment completed Fall '22

Assessment completed Spring '23

Assessment planned Fall '23

Assessment planned Spring '24

Assessment planned Fall '24

Assessment planned Spring '25

Notes:

- Course names for STAT 201 and STAT 202 were changed to ABA 201 and ABA 202, respectively, in Fall 2020; the new names are used in this table.
- Course names for MIS 202 and MGMT 401 were changed to ABA 301 and ABA 401, respectively, in Fall 2022; the new names are used in this table
- MGMT 498N (Summative Assessment) was removed from LG2a (Formative Assessment) in Cycle 3 (third measurement iteration).
- For measures with multiple components, the percentages noted below are averages across all those components.
- Extensive back-up documentations exist for each result reported, including measurement Tools, (samples of completed rubrics); student Artifacts, Results documents including both Raw Data Sheet, (with sample sizes), and Summary Data Sheet, plus summary reports, (such as this Curriculum Map), providing greater assessment Intervention detail.
- Curriculum map was re-aligned with the revised Institutional Learning Goals developed in Spring 2020. Related Institutional Learning Goals are indicated in purple font below each SB Learning Goal Undergraduate assessment outcome.
- SB assessment goals were changed in Fall 2022 based upon a revision of the SB Assessment Grading Scale, (undertaken to more closely align with Jefferson's Institutional Grading Scale). Accordingly, the previous SB wide goals were first bifurcated between the Undergraduate Program and the Graduate Programs, (again, undertaken to more closely align with Jefferson's Institutional graduation requirements). Second, and to that end, the new SB Undergraduate assessment goals were changed from 80% Meets/Exceeds a score of 70% or above on a given assessment Instrument to 80% Meets/Exceeds a score of 73% or above on said Instrument. The new Undergraduate SB assessment goal is used in this table.
- A new, internal SB Academic Program Assessment, (APA), Review was developed and launched with the review of the IMBA Program in Fall 2021, followed by the IMBA Online Program in Spring of 2022. The SB Undergraduate Program followed in Fall 2022. Accordingly, during that time, no Undergraduate course assessments took place so that said APA Review could be completed.
- As a result of the installation of new SB Assessment of Learning and Teaching (ALT) Committee Co-Chairpersons, as well as the introduction of faculty new to assessment or faculty new to specific Learning Goal assessments, the decision was made not to assess the two courses scheduled for assessment in Spring 2023, and to instead move both back to later in the assessment cycle. These changes are reflected below.
- Finance course titling changed from FINC to FIN effective Fall 2023.

I = Introducing							Curri	iculu	m M	ар					Target/	Course/	:	1 st Measurement Iteration	2 nd N	easurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	AC CT 101	CT-	TG-	MT	- ON	NO N	- A-	A-	Α-	-	W	 A AB	MT-	- G	Measure- ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:					205								N	- 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
LG #1: Ethics																						
a) Use appropriate frameworks to make ethical decisions, NL, WE Related Institutional Learning Goal: ILG5. Act ethically in personal, professional and civic spheres		I	I	D			I	I		D	F A		M - S A	- S	Giving Voice to Values - Case Target = 80% meet or exceed 73% score	FA: BLAW 301	Fall '23	Results: Target Met, 100% M/EE				
a) Use appropriate frameworks to make ethical decisions, NL, WE Related Institutional Learning Goal: ILG5. Act ethically in personal, professional and civic spheres		I	I	D			I	I		D	M - F A		M - S A	- S	Responsible Implementa tion Memo (RIM) from the Individual Capstone SIP Target = 80% meet or exceed 73% score	MGMT 499N	Spring '25	Results:				

I = Introducing D = Developing M = Mastering SA = Summative Assess FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and	AC AC CT C 101 10	T- T(3- M	T- C	O NC	EC A	A-	AB A-	AE A-	DE	W		Α	- N)1 4	/IT- 198 N	G	Target/ Measure- ment Tool	Course/ FA or SA	Semester	1 st Measurement Iteration Results/Interventions	2 nd M Semester	leasurement Iteration Results/Interventions	Mea Semester	surement Iteration3 rd Results/Interventions
Outcomes – Students will: LG #1: Ethics																								
b) Implement ethical decisions, NL, WE Related Institutional Learning Goal: ILG5. Act ethically in personal, professional and civic spheres			Ī												-	- S	Giving Voice to Values - Case Target = 80% meet or exceed 73% score	FA: BLAW 301	Fall '23	Results: Target Met, 100% M/EE				
b) Implement ethical decisions, NL, WE Related Institutional Learning Goal: ILG5. Act ethically in personal, professional and civic spheres												:			M- SA		Responsible Implementa tion Memo (RIM) from the Individual Capstone SIP Target = 80% meet or exceed 73% score	MGMT 499N	Spring '25	Results:				

I = Introducing D = Developing M = Mastering SA = Summative Assess FA = Formative Assess IL = Information Literacy NL = Nexus Learning	AC CT 101	CT-	TG-	MT- 301	ON	EC ON- 206	A-	AB A-	AB A-	DEC -	W-	-	A-	MT- 498 N	G MT - 49		Course/ FA or SA	Semester	1st Measurement Iteration Results/Interventions	2 nd IV Semester	leasurement Iteration Results/Interventions	Mea Semester	isurement Iteration3 rd Results/Interventions
WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will: LG #2: Functional Busin	necc K	now	(led)												9 N								
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills	1	I D	I	ID	I D		I	I D	I D	I D	I D			M - SA	M - S A	embedded	FA: ABA 201	Fall '23	Results: Target Not Met, 79% M/EE Intervention: Identify and increase instruction in areas of student weakness in probability, confidence interval, and hypothesis testing. [Additionally, note that a new, more rigorous, grading standard was applied to all School of Business assessments beginning Fall 2023, thereby potentially impacting results.]				
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills	I D	I D	-		D			I D		I D				M - SA	-	Exam – embedded questions and problems. Target = 80% meet or exceed 73% score	FA: ABA 202	Spring '24	Results: Target Not Met, 79% M/EE Intervention: Identify and increase instruction in areas of student weakness in two-sample t test, Chi-Square Test, and Multiple Regression. [Additionally, note that a new, more rigorous, grading standard was applied to all School of Business assessments beginning Fall 2023, thereby potentially impacting results.]				

I = Introducing D = Developing M = Mastering SA = Summative Assess FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes - Students	10 10	т (CT-	TG-	МТ	G E G F - OI - 200	N O	C N-	AB A-	A-	AB A-	DE	W	-	- /	A -	MT- 498 N	G	ment Tool	Course/ FA or SA	Semester	1 st Measurement Iteration Results/Interventions	2 nd N Semester	leasurement Iteration Results/Interventions	Mea Semester	surement Iteration3 rd Results/Interventions
will: LG #2: Functional Busin	nes	s Kr	าดพ	/led	ge																					
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills		I D	I D	I D) I	0	I D	I	I D	II D) [M - SA	-	embedded questions and problems. Target = 80% meet or exceed 73% score		Fall '23	Results: Target Not Met, 66% M/EE Intervention: Identify and increase instruction in areas of student weakness in Supply and Demand, and Ceilings, Floors, and Taxes. [Additionally, note that a new, more rigorous, grading standard was applied to all School of Business assessments beginning Fall 2023, thereby potentially impacting results.]				

I = Introducing D = Developing M = Mastering SA = Summative Assess	AC CT 101	СТ		i- N	IT-	ON	EC ON	Α.	B <i>A</i>	AB A-	AB A-	DEC -	w	. -	Α	- N	/IT-	G	Target/ Measure- ment Tool	Course/ FA or SA		1st Measurement Iteration	2 nd M	easurement Iteration	Mea	surement Iteration3 rd
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:						205											N	- 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills	I D) [D	ID	I D	I D			I D	I D	I D					M - -SSA	M - S A	embedded	FA: ECON 206	Fall '23	Results: Target Not Met, 55% M/EE Intervention: Identify and increase instruction in areas of student weakness in competitive price theory, and analyzing price ceilings, floors and taxes, firm dynamics, and Imperfect Competition. [Additionally, note that a new, more rigorous, grading standard was applied to all School of Business assessments beginning Fall 2023, thereby potentially impacting results.]				

I = Introducing							C	urrio	ului	n Ma	р						Target/	Course/		1st Measurement Iteration	2 nd Ⅳ	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	СТ	CT-	TG	i- M	T- C	ON (ON-	A-	A-	A-	-	W-	-	A-	MG MT- 498	G	Measure- ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:						:05									N	- 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills	D	I D			D	I D	I D	I	I D		I D				M - SA	-	Exam – embedded questions and problems. Target = 80% meet or exceed 73% score	FA: ACCT 101	Fall '23	Results: Target Not Met, 78% M/EE Intervention: Identify and increase instruction in areas of student weakness in regard to functional business knowledge of basic accounting skills. [Additionally, note that a new, more rigorous, grading standard was applied to all School of Business assessments beginning Fall 2023, thereby potentially impacting results.]				
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills LG #2: Functional Busir	I D					I D	I D	I	I D		I D	I D			M - SA	-	Exam – embedded questions and problems. Target = 80% meet or exceed 73% score	FA: ACCT 102	Spring '24	Results: Target not met, 67% M/EE Intervention: Identify and increase instruction in areas of student weakness in regard to functional business knowledge of basic managerial accounting skills. [Additionally, note that a new, more rigorous, grading standard was applied to all School of Business assessments beginning Fall 2023, thereby potentially impacting results.]				

I = Introducing								Cur	ricu	lum	Ма	р						Target/	Course/	1	st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess FA = Formative Assess	СТ	СТ	- TG	3- N	/IT- 301	ON -	ON 20	I- A	- 1	Α-	A-	-	W-	FIN - 301	A-	MT- 498	M G MT	Measure- ment Tool	FA or SA						
IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:						205										N	- 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills		I		0	ID	I D				I D	I D					M - SA	-	Exam — embedded questions and problems. Target = 80% meet or exceed 73% score	FA: MKTG 102	Spring '24	Results: Target Not Met, 47% M/EE Intervention: Dedicating class time for assessment review, plus including assessment questions within regular course grading scheme. [Additionally, note that a new, more rigorous, grading standard was applied to all School of Business assessments beginning Fall 2023, thereby potentially impacting results.]				
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: LG1. Apply broad and deep professional knowledge and skills	I D	I		I D	ID	I D			I	I D	I D	-				M - SA	-	Exam — embedded questions and problems. Target = 80% meet or exceed 73% score	FA: ABA 301 (MIS 202)	Spring '24	Results: Target Met, 87% M/EE				

I = Introducing										Maı							Target/	Course/		1st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess FA = Formative Assess		CT-	TG	- MT	- 01	N O 20	N-	Δ-	Α-	Α-	-	W-	FIN - 301	A-	MT-	G	Measure- ment Tool	FA or SA	Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:																49 9 N								
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills	I D	I D					I D			I D	I D				M - SA	-	Exam – embedded questions and problems. Target = 80% meet or exceed 73% score	FA: BLAW 301	Spring '24	Results: Target Met, 96% M/EE				
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills	I D						I D		I D	I D	I D				-	M - S A	Exam – embedded questions and problems. Target = 80% meet or exceed 73% score	FA: FIN 301	Spring '24	Results: Target Not Met, 75% M/EE Intervention: Review and revise as necessary assessment questions to increase effectiveness. [Additionally, note that a new, more rigorous, grading standard was applied to all School of Business assessments beginning Fall 2023, thereby potentially impacting results.]				

I = Introducing								Cur	ricu	lum	Ma	р							Target/	Course/		1 st Measurement Iteration	2 nd N	leasurement Iteration	Mea	asurement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	СТ	C	C N T- T 02 1	G- N	ИT-	ON	ON	I- A	١- ١	Α-	A-	-	W-	-	Α	- N	IT-	G	Measure- ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:						205											N	- 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
a) Demonstrate	ı		I	I	ID	- 1			I	I	I	I	I				M	Μ		FA:	Fall '23	Results: Target Not Met, 77%				
knowledge of core)	D	D		D)		D	D	D	D				-	-	embedded	MGMT		M/EE				
concepts in key																	SΑ	S	questions	301		International International				
functional business																		Α	and			Intervention: Identify and				
areas																			problems.			increase instruction in areas of				
Related Institutional																			Target -			student weakness, to include				
Learning Goal:																			Target = 80% meet or			comparing and contrasting more traditional models of				
ILG1. Apply broad and																			exceed 73%			leadership and motivation with				
deep																			score			their newer, more innovative				
professional																						counterparts.				
knowledge and skills																						[Additionally, note that a new,				
-																						more rigorous, grading standard				
																						was applied to all School of				
																						Business assessments beginning				
																						Fall 2023, thereby potentially				
																						impacting results.]				

I = Introducing D = Developing M = Mastering SA = Summative Assess	СТ	CT-	TG- I	MT-	ON	EC ON-	AB A-	A-	AB A-	DEC -	W-	-	A-	MG MT- 498	G	Target/ Measure- ment Tool	Course/ FA or SA		1st Measurement Iteration	2 nd M	leasurement Iteration	Mea	surement Iteration3 rd
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:	101	102	102		- 205	200 /	201	202	301	200	301	301	401	N	- 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills	I D	I D	I D	ID	I D	I D	-	I D	I D	I D	I D			M - SA	-	Exam — embedded questions and problems. Target = 80% meet or exceed 73% score	SA: ABA 401 (MGMT 401)	Fall '23	Results: Target Not Met, 69% M/EE Intervention: Identify and increase instruction in areas of student weakness, particularly key topics in Operations and Data Analytics and problem solving concerning the same. [Additionally, note that a new, more rigorous, grading standard was applied to all School of Business assessments beginning Fall 2023, thereby potentially impacting results.]				

I = Introducing								Cui	rricu	lum	Ма	р						Target/	Course/		Lst Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	СТ	СТ	- T(G- N	ΛT-	ON	10	N- /	۱-	Α-	A-	-	W-	-	A-	MT	6 M - G 8 M1	ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:						205										N	- 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
a) Demonstrate knowledge of core concepts in key functional business areas Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills		0 [ID								ID			-		knowlodgo	MGMT 498N		MGMT 498N was removed from LG2 assessment (see Notes)				

I = Introducing D = Developing M = Mastering SA = Summative Assess	AC AC MK I CT CT- TG- N 101 102 102 3	NT- ON O	C AB A	4- A-	DEC BLA	- 4	4- MT-	G	Target/ Measure- ment Tool	Course/ FA or SA	:	st Measurement Iteration	2 nd M	easurement Iteration	Mea	surement Iteration3 rd
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:		205					N	49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
b) Apply relevant indepth knowledge and critical skills from their disciplinary concentrations Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG6. Integrate theory and practice to guide Research, Scholarship, and Creative endeavors ILG7. Integrate technology appropriately into professional practice							M - SA	-	Exam – embedded questions and problems Target = 80% meet or exceed 73% score	SA: ACCT 412 (ACCT)	Spring '24	Results: Results: Target not met, 60% M/EE Intervention: Student results indicate a need to increase Student exposure to number of past CPA multiple choice questions to more effectively prepare for CPA Exam format. Further, it is recommended that a new assessment Instrument be developed that had a multiple choice question 50% /problem 50% mix, rather than current near 100% multiple choice question versus problem mix. [Additionally, note that a new, more rigorous, grading standard was applied to all School of Business assessments beginning Fall 2023, thereby potentially impacting results.]				

I = Introducing				Curri	culun	1 Мар					Target/	Course/	1	st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	AC AC N CT CT- T 101 102 1	G- MT-	ON O	N- A-	A-	A-	- W		A- N	AT- C	ment Too							
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes — Students will:			205							N 4	9		Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
b) Apply relevant indepth knowledge and critical skills from their disciplinary concentrations Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG6. Integrate theory and practice to guide Research, Scholarship, and Creative endeavors ILG7. Integrate technology appropriately into professional practice										-	W Exam – embedde questions and problems Target = 80% meet exceed 73 score	412 or	Spring '24	Results: Target Met, 100% M/EE				

= Introducing					Curri	culu	m Ma	эр						Target/	Course/	1	Lst Measurement Iteration	2 nd IV	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	СТ СТ	MK M TG- M	T- ON	NO I	- A-	A-	A-	-	W-	-	Α-	MT-	G	Measure- ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:			20									N	- 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
b) Apply relevant indepth knowledge and critical skills from their disciplinary concentrations Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG6. Integrate theory and practice to guide Research, Scholarship, and Creative endeavors ILG7. Integrate technology appropriately into professional practice												M - SA	S A	Exam – embedded questions and problems Target = 80% meet or exceed 73% score	SA: FIN 412 (FIN)	Spring '24	Results: Target Not Met, 49% M/EE Intervention: Focus more directly on assessment review to increase student performance. [Additionally, note that a new, more rigorous, grading standard was applied to all School of Business assessments beginning Fall 2023, thereby potentially impacting results.]				

I = Introducing					Cu	rricu	lum I	Vlap							Target/	Course/	1	st Measurement Iteration	2 nd N	Measurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	AC AC CT CT 101 10	- TG-	MT-	ON C	N- A	A- /	4- /	۱-	- W	/	A.	- M	T- G	i	Measure- ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:				205				-				N		9			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
b) Apply relevant indepth knowledge and critical skills from their disciplinary concentrations Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG6. Integrate theory and practice to guide Research, Scholarship, and Creative endeavors ILG7. Integrate technology appropriately into professional practice													- -	- e S q a p T 8	Exam — embedded questions and problems Farget = 80% meet or exceed 73% score	SA: MKTG 412	Spring '24	Results: Target Met, 86% M/EE				

I = Introducing					C	urric	ulum	Map)						Target/	Course/	1	st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	AC A CT C	- TG-	MT-	ON	ON-	A-	A-	A-	- '	W-	-	A-	MT-	G	Measure- ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:				205										- 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
b) Apply relevant indepth knowledge and critical skills from their disciplinary concentrations Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG6. Integrate theory and practice to guide Research, Scholarship, and Creative endeavors ILG7. Integrate technology appropriately into professional practice													M - SA	-	Exam – embedded questions and problems Target = 80% meet or exceed 73% score	SA: MKTG 324 (IB)	Fall '24	Results:				

D = Developing M = Mastering S1 = Summariler Assets S1 = Summariler	I = Introducing					Cur	ricul	um IV	lap						Target/	Course/	1	st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
Fa - Formative Ausess tearing WE - Writing Sinched No. 2005 No. 2	M = Mastering	CT C1	- TG-	MT-	ON C	ON- A	۱- A	- A	- -	W-	-	A- N	/IT- (G		FA or SA						
depth knowledge and critical skills from their disciplinary concentrations Related institutional Learning Goal: ILG3. Apply broad and obeep professional knowledge and skills ILG6. Integrate theory and practice to guide Research, Scholarship, and Creative endeavors ILG7. Integrate technology appropriately into professional practice	FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students	101 10	2 102			206 20	01 20	12 30	1 200	301	301 4		N 4	- 19			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
LG #3: Communication skills – WE, IL	depth knowledge and critical skills from their disciplinary concentrations Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG6. Integrate theory and practice to guide Research, Scholarship, and Creative endeavors ILG7. Integrate technology appropriately into professional practice												- SA	S A	embedded questions and problems Target = 80% meet or exceed 73%	TEXT 411	Fall '23	Results: Target Met, 100% M/EE				

I = Introducing								Cu	rric	ulu	m [Иар								Target/	Course/	1	st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	СТ	CT-	- те	ì- N	ΛT-	ON	10	١-	A-	A-	1	١-	-	W-	-	A-	M	IG N T- (G	Measure- ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:						205											Ī	٠ ا	- 19			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
a) Make effective business presentations, NL Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG3. Communicate effectively ILG7. Integrate technology appropriately into professional practice					I								D	D - F A		N S	5	M - SA		Oral presentation regarding Final Report Target = 80% meet or exceed 73% score	FA: BLAW 301	Fall '23	Results: Target Met, 100% M/EE				
a) Make effective business presentations. NL Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG3. Communicate effectively					I								D	D - F A		-	5	M - SA		Oral presentation regarding Final Report Target = 80% meet or exceed 73% score	FA: FIN 301	Fall '23	Results: Target Met, 96% M/EE				

I = Introducing D = Developing M = Mastering SA = Summative Assess	AC AC MK MG FC FC AB AB AB DECRIA FIN AB MG M	Target/ Course/ Measure- FA or SA ment Tool	1 st Measurement Iteration	2 nd Measurement Iteration	Measurement Iteration3 rd
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:	205 N -		Semester Results/Interventions	Semester Results/Interventions	Semester Results/Interventions
ILG7. Integrate technology appropriately into professional practice					

I = Introducing						-	Curr	icul	ım N	Лар							Target/	Course/		1st Measurement Iteration	2 nd N	Measurement Iteration	Mea	surement Iteration3 rd
D = Developing	AC	AC	MK	MG	EC	EC	AB	ВА	ВА	в D	ЕС В	BLA I	FIN	АВ	MG	М	Measure-	FA or SA						
M = Mastering	СТ	CT-	TG-	MT-	ON	ON	- A-	· A	- A		٠ ١	W-	-	Α-	MT-	G	ment Tool							
SA = Summative Assess	101	102	102	301	-	206	5 201	1 20	2 30)1 2(00 3	01	301	401	498	МΤ								
FA = Formative Assess					205										N	-			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
IL = Information Literacy NL = Nexus Learning																49								
WE = Writing Enriched																9 N								
M/EE=Met/Exceeded																								
Expectation																								
Learning Goals and																								
Outcomes – Students																								
will:																								
a) Make effective				Т				Т	Т		D	D		М	М		Presentation	SA:	Spring '25	Results:				
business				·								_		-	-		of a final	MGMT	, 5 = 5					
presentations, NL												F					project	499N						
p. 65664676)															SA		display from	10011						
Related Institutional												Α		Α			the							
Learning Goal:																	individual							
ILG1. Apply broad and																	Capstone SIP							
deep professional																	Capstone 31P							
knowledge and skills																								
knowledge and skills																	Target =							
																	80% meet or							
ILG3. Communicate																	exceed 73%							
effectively																	score							
																	score							
ILG7. Integrate																								
technology																								
appropriately into																								
professional practice																								

I = Introducing	Curriculum Ma	p	Target/	Course/		1 st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	AC AC MK MG EC EC AB AB AB CT CT- TG- MT- ON ON- A- A- A- 101 102 102 301 - 206 201 202 301	- W A- N	ит- G ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:	205		N - 49 9 N		Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
LG #3: Communication	skills – WE, IL									
b) Write effective business documents, NL, WE, IL Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG3. Communicate effectively		F S A	Target =	BLAW 301	Fall '23	Results: Target Met, 100% M/EE				
b) Write effective business documents, NL, WE, IL Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG3. Communicate effectively		D M - F S A A	- Target =	FIN 301	Fall '23	Results: Target Met, 87% M/EE				

I = Introducing							Cur	ricul	lum	Ma)						Target/	Course/		L st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	AC CT 101	CT-	TG-	МТ	- ON	N OI	N- A	\- A	۱-	A-	-	W-	FIN /	A-	MT-	G	Measure- ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:	101	102			20										N	- 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
b) Write effective business documents, NL, WE, IL Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG3. Communicate effectively									1			D F A		- S	M - W I- SA		Responsible Implementa tion Memo (RIM) from the Individual Capstone SIP Target = 80% meet or exceed 73% score	SA: MGMT 499N	Spring '25	Results:				
C) Use information literacy skills to acquire and process the information necessary to inform business-related research, IL Related Institutional Learning Goal: ILG3. Communicate Effectively	skills	5 – W	VE, I	L											M - SA	-	Exam – embedded questions and problems Target = 80% meet or exceed 73% score	FA: ABA 202	Spring '24	Results: Target Met, 91% M/EE				

I = Introducing D = Developing M = Mastering SA = Summative Assess	AC AC MK MG EC EC AB AB AB DEC BLA FIN AB MG CT CT- TG- MT- ON ON- A- A- A- A- W A- MT- 101 102 102 301 - 206 201 202 301 200 301 301 401 498	G ment Tool	Course/ FA or SA	1	st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:	205 N	- 19 N		Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
ILG6. Integrate theory and practice to guide Research, Scholarship, and Creative endeavors ILG7. Integrate technology appropriately into professional practice									

I = Introducing				Cui	rriculu	m Ma	эр					Targe		Course/	1	st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing	AC AC	мк м	G EC	EC A	В АЕ	AB	DEC E	BLA F	FIN A	в м	G M	Measu		FA or SA						
M = Mastering	ст ст-												ool							
SA = Summative Assess FA = Formative Assess	101 102	102 30			01 20	301	200	301 3	301 40											
IL = Information Literacy			205							N					Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
NL = Nexus Learning											49									
WE = Writing Enriched											1 9	V								
M/EE=Met/Exceeded																				
Expectation																				
Learning Goals and																				
Outcomes – Students																				
will:											_									
c) Use information										N	1 N	/ Researd		SA:	Spring '25	Results:				
literacy skills to												Analysi		MGMT						
acquire and process										S	A 5	Report	from	499N						
the information											Ι,	the								
necessary to inform												individu								
business-related												Capsto								
research, IL												Strateg								
												Innovat								
Related Institutional												project	(SIP)							
Learning Goal:																				
ILG3. Communicate												Target :								
Effectively												80% me								
												exceed	73%							
ILG6. Integrate theory												score								
and																				
practice to guide																				
Research, Scholarship,																				
and Creative																				
endeavors																				
ILG7. Integrate																				
technology																				
appropriately into																				
professional practice																				

I = Introducing		Curriculum M	lap		Target/	Course/		1st Measurement Iteration	2 nd M	easurement Iteration	Mea	surement Iteration3 rd
D = Developing	AC AC MK MG EC E	C AB AB AE	B DEC BLA	FIN AB MG	Measure-	FA or SA						
M = Mastering	CT CT- TG- MT- ON OI	N- A- A- A-	W-	- A- MT-	G ment Tool							
SA = Summative Assess FA = Formative Assess	101 102 102 301 - 20	06 201 202 30	1 200 301	301 401 498	МТ							
IL = Information Literacy	205				-		Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
NL = Nexus Learning					49							
WE = Writing Enriched					9 N							
M/EE=Met/Exceeded												
Expectation												
Learning Goals and												
Outcomes – Students												
will:												
LG #4: Quantitative and	Technology Skills											
a) Use quantitative					Exam –	FA:	Fall '23	Results: Target Not Met, 79%				
tools to analyze					embedded	ABA		M/EE				
business-related					questions	201						
issues					and			Intervention: Intervention:				
					problems.			Identify and increase instruction				
Related Institutional								in areas of student weakness in				
Learning Goal:					Target =			using quantitative tools to				
ILG1. Apply broad and					80% meet or			analyze probability, confidence				
deep professional					exceed 73%			interval, and hypothesis testing.				
knowledge and skills					score			[Additionally, note that a new,				
ŭ								more rigorous, grading standard				
ILG6. Integrate theory								was applied to all School of				
and								Business assessments beginning				
practice to guide								Fall 2023, thereby potentially				
Research, Scholarship,								impacting results.]				
and Creative								, , ,				
endeavors												
ILG7. Integrate												
technology												
appropriately into												
professional practice												
professional practice												

I = Introducing				С	urricu	ılum N	Лар					Target/	Course/	1	Lst Measurement Iteration	2 nd M	leasurement Iteration	Mea	surement Iteration3 rd
) = Developing	AC AC	мк м	G EC	EC	AB .	AB A	B DE	C BLA	FIN .	AB I	MG N	Measure-	FA or SA						
M = Mastering	ст ст-	TG- M	r- On	I ON-	A-	A- A		W-	-	A- N	ИT- G	ment Tool							
SA = Summative Assess FA = Formative Assess	101 102	102 30			201	202 30	1 20	0 301	301	101 4	198 M	Т							
IL = Information Literacy			20	5							N -			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
NL = Nexus Learning											49								
WE = Writing Enriched											9	N							
M/EE=Met/Exceeded																			
Expectation																			
Learning Goals and																			
Outcomes – Students																			
will:																			
LG #4: Quantitative and	Techno	logy Ski	lls					_											
a) Use quantitative												Exam –	FA:	Spring '24	Results: Results: Target Not				
tools to analyze												embedded	ABA		Met, 79% M/EE				
business-related												questions	202						
issues												and			Intervention: Identify and				
												problems.			increase instruction in areas of				
Related Institutional															student quantitative weakness				
Learning Goal:												Target =			in two-sample t test, Chi-Square				
ILG1. Apply broad and												80% meet or			Test, and Multiple Regression.				
deep professional												exceed 73%			[Additionally, note that a new,				
knowledge and skills												score			more rigorous, grading standard				
															was applied to all School of				
ILG6. Integrate theory															Business assessments beginning				
and															Fall 2023, thereby potentially				
practice to guide															impacting results.]				
Research, Scholarship,																			
and Creative																			
endeavors																			
ILG7. Integrate																			
technology																			
appropriately into																			
professional practice																			

I = Introducing						Cu	ırric	ulum	n Ma	р					Target/	Course/	:	Lst Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing	AC A	CN	IK M	G E	С	EC .	АВ	AB	AB	DEC E	BLA I	IN A	B N	IG N	Measure-	FA or SA						
M = Mastering	ст с	T- T	3- M	T- 0	N C	N-	A-	Α-	A-	- '	W-	- /	۸- M	IT- G	ment Tool							
SA = Summative Assess FA = Formative Assess	101 1	02 1)2 30			206 2	201	202	301	200 3	301	301 4	01 49	98 M	Т							
IL = Information Literacy				20	05								ľ	- ۱۷			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
NL = Nexus Learning														49								
WE = Writing Enriched														9 1	N							
M/EE=Met/Exceeded																						
Expectation																						
Learning Goals and																						
Outcomes – Students																						
will:																						
LG #4: Quantitative and	Techr	nolo	gy Sk	ills	Ţ																	
a) Use quantitative															Exam –	SA:	Fall '23	Results: Target Met, 82% M/EE				
tools to analyze															embedded	ABA						
business-related															questions	401						
issues															and	(MGMT						
															problems.	401)						
Related Institutional															'							
Learning Goal:															Target =							
ILG1. Apply broad and															80% meet or							
deep professional															exceed 73%							
knowledge and skills															score							
kilowicage alla skilis															300.0							
ILG6. Integrate theory																						
and																						
practice to guide																						
Research, Scholarship,																						
and Creative																						
endeavors																						
Chacavors																						
ILG7. Integrate																						
technology																						
appropriately into																						
professional practice																						

I = Introducing			Curriculu					Target/	Course/	1	Lst Measurement Iteration	2 nd M	easurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering	AC AC MK N CT CT- TG- N	AG EC EC	AB AI	B AB DE	C BLA F	IN AB - Δ-	MG M	Measure- ment Tool	FA or SA						
SA = Summative Assess FA = Formative Assess	101 102 102 3	01 - 206	5 201 20	2 301 20	0 301 3	01 401	498 MT N -			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:							49 9 N								
LG #4: Quantitative and	d Technology S	kills													
b) Use technology to analyze business-related issues Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG6. Integrate theory and practice to guide Research, Scholarship, and Creative endeavors ILG7. Integrate technology appropriately into professional practice			D M F A			M – F A & S A		Data Analytics Assignment Target = 80% meet or exceed 73% score	FA: ABA 201	Fall '23	Results: Target Met, 84% M/EE				

I = Introducing	Curriculum N	Мар	Target/	Course/	1	st Measurement Iteration	2 nd M	easurement Iteration	Mea	surement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	AC AC MK MG EC EC AB AB AC CT CT- TG- MT- ON ON- A-	A W A- MT- G	Measure- ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:	205	N - 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
LG #4: Quantitative an										
b) Use technology to analyze business-related issues Related Institutional Learning Goal: ILG1. Apply broad and deep professional knowledge and skills ILG6. Integrate theory and practice to guide Research, scholarship, and Creative endeavors ILG7. Integrate technology appropriately into professional practice	F A	M — F A & S A	Excel mastery Exam I and Exam II Target = 80% meet or exceed 73% score	SA: ABA 401 (MGMT 401)	Fall '23	Results: Target Met, 82% M/EE *includes results for both Exam I and II				

I = Introducing	Curriculum Map	Target/	Course/	1	st Measurement Iteration	2 nd N	leasurement Iteration	Mea	asurement Iteration3 rd
D = Developing M = Mastering SA = Summative Assess	AC AC MK MG EC EC AB AB AB DEC BLA FIN AB MG CT CT- TG- MT- ON ON- A- A- A- A- W A- MT- 101 102 102 301 - 206 201 202 301 200 301 301 401 498	G ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:	205 N	- 49 9 N		Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
.G #5: Integrative Lear	rning and Decision-Making Skills								
a) Demonstrate the ability to work effectively in cross-disciplinary teams, NL Related Institutional Learning Goal: ILG2. Synthesize disciplinary and Liberal Arts/Humanities understanding to formulate transdisciplinary approaches ILG4. Interpret, respect, and value local, global, and conceptual diversity		M Teamwork rubric S A Target = 80% meet o exceed 73% score		Fall '23	Results: Target Met, 94% M/EE				

= Introducing						Curri	iculu	m Ma	ар						Target/	Course/		st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3 rd
D = Developing	AC AC	М	MG	EC	EC	AB	AB	AB	DEC	BLA	FIN .	AB	MG	М	Measure-	FA or SA						
M = Mastering SA = Summative Assess	ст ст	- TG	- MT	- ON	ON	- A-	Α-	A-	-	W-	-	A- I	MT-	G	ment Tool							
A = Formative Assess	101 10	2 10	301			201	1 202	2 301	200	301	301	101		МТ								
L = Information Literacy				205	5								N	-			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
NL = Nexus Learning														49								
WE = Writing Enriched														9 N								
M/EE=Met/Exceeded																						
expectation																						
earning Goals and																						
Outcomes – Students																						
vill:																						
G #5: Integrative Learn	ing and	Dec	isior	ı-Ma	aking	g Ski	lls					_		_					_	ı	_	
) Demonstrate the			- 1						D				М		Score	SA:	Fall '24	Results:				
ability to work									-						reported on	MGMT						
effectively in cross-									F						the Peer	498N						
disciplinary teams, NL									Α					4	Evaluation							
									/`					′`	Form							
Related Institutional																						
earning Goal:															Target =							
LG2. Synthesize															80% meet or							
lisciplinary and															exceed 73%							
iberal															score							
rts/Humanities																						
nderstanding to																						
ormulate																						
ransdisciplinary																						
pproaches																						
•																						
LG4. Interpret,																						
espect, and value																						
ocal, global, and																						
onceptual diversity																						
onecptual diversity																						
							1															

= Introducing					C	Currio	ulur	n Ma	р					Target/	Course/	1	Lst Measurement Iteration	2 nd N	Measurement Iteration	Mea	surement Iteration3 rd
D = Developing	AC A	MK	MG	EC	EC	AB	AB	AB	DEC	BLA	FIN A	в М	G M	Measure-	FA or SA						
	ст ст																				
FA = Formative Assess	101 10	2 102			206	201	202	301	200	301	301 4			ī							
L = Information Literacy				205								N				Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
NL = Nexus Learning													49								
WE = Writing Enriched													9 N								
M/EE=Met/Exceeded																					
Expectation																					
Learning Goals and																					
Outcomes – Students																					
will:						61.11				_			_								
G #5: Integrative Learn	ing and	Dec	ision-	-Mai	king	Skill	S									- 11 (2.2		1	ı	ı	
o) Blend knowledge												I		1 Individual	FA:	Fall '23	Results: Target Met, 83% M/EE				
and skill sets from													-		DECFR						
different disciplinary													S		M 102						
areas to identify													Α								
ousiness opportunities														Target =							
and to provide														80% meet o	٢						
solutions to real-world														exceed 73%							
oroblems, NL														score							
Related Institutional																					
_earning Goal:																					
LG2. Synthesize																					
disciplinary and																					
_iberal																					
Arts/Humanities																					
understanding to																					
formulate																					
ransdisciplinary																					
approaches																					
LG4. Interpret,																					
respect, and value																					
ocal, global, and																					
conceptual diversity																					
LG6. Integrate theory																					
and practice to guide																					
Research, Scholarship,																					
and Creative																					
endeavors																					
ATUCUVUI 3																					

I = Introducing			Cu	ırriculu	ım Ma	ар					Target/	Course/	1	st Measurement Iteration	2 nd N	leasurement Iteration	Mea	surement Iteration3rd
D = Developing M = Mastering SA = Summative Assess	AC AC MK I CT CT- TG- I 101 102 102	VIT- ON	ON-	A- A	- A-	-	W-	- A	- MT	- G	Measure- ment Tool	FA or SA						
FA = Formative Assess IL = Information Literacy NL = Nexus Learning WE = Writing Enriched M/EE=Met/Exceeded Expectation Learning Goals and Outcomes – Students will:		205							N	- 49 9 N			Semester	Results/Interventions	Semester	Results/Interventions	Semester	Results/Interventions
LG #5: Integrative Lear	ning and Decis	ion-Ma	king S	kills														
b) Blend knowledge and skill sets from different disciplinary areas to identify business opportunities and to provide solutions to real-world problems, NL Related Institutional Learning Goal: ILG2. Synthesize disciplinary and Liberal Arts/Humanities understanding to formulate transdisciplinary approaches ILG4. Interpret, respect, and value local, global, and conceptual diversity ILG6. Integrate theory and practice to guide Research, Scholarship, and Creative									M	I M - S A		SA: MGMT 498N	Fall '24	Results:				