



Annual Assessment Report for Academic Programs

The University Assessment Team advocates for the enhancement of student learning through purposeful, meaningful and feasible student outcomes assessment practices. The Assessment Team seeks to collaborate with programs, departments, and units to ensure that effective assessment of student learning occurs across the University. To assist in meeting this goal, the Team requests that you complete this Annual Assessment Report form to document student learning in your program. A PDF version of this completed form will be posted to the Academic Affairs Assessment website. Please note that this Annual Assessment Report form should be only completed after you have an Assessment Plan for Academic Programs forms on file with the University Assessment Team. The plan is completed once and only updated when revisions have been made to components of the plan.

For our undergraduate business program, we have six learning goals and in specific we have twelve learning objectives, including Ethics, Social Responsibility, Oral Communication, Written Communication, Global Factors, Global Value Chain, Leadership, Teams, Critical Thinking Knowledge, Critical Thinking Application, Sustainability Principles, and Solutions for Sustainability Issues. We assess our undergraduate program in the fall semester, once per academic year. Direct measures embedded assignments are adopted for assessment, for example, reading materials, essay questions, group project, presentations, case studies, simulation games, and online team building games.

4. Student Learning Outcomes Which student learning outcome(s) from the assessment plan filed with the University Assessment Team is/are being reported on in this report? Include the corresponding benchmark(s) for each outcome.

Goal 1: Graduates of the undergraduate business program will be able to articulate their values and make ethical decisions.

- Objective 1: A graduate of the undergraduate business program will demonstrate a knowledge of basic ethical norms and the ability to apply them.
- Objective 2 A graduate of the undergraduate business program will be able to recognize the ethical and socially responsible relationships that businesses have with their stakeholders.

Goal 2: Graduates of the undergraduate business program will communicate effectively orally and in writing.

- Objective 1: A graduate of the undergraduate business program will demonstrate that she or he can give a successful individual oral presentation.
- Objective 2 A graduate of the undergraduate business program will demonstrate that she or he can write effectively.

