

ASSURANCE OF LEARNING

GENERAL GOALS	SPECIFIC OBJECTIVES	ASSESSMENT TOOLS
<p>OUTCOME A A COB student must understand the nature of the various disciplines within business and how these disciplines fit together.</p>	<ol style="list-style-type: none"> 1. Comprehends the key concepts of each COB discipline. 2. Comprehends the interrelationship of the COB disciplines. 3. Analyzes business problems with an interdisciplinary focus. 	<p>Current student survey Exiting student survey Alumni survey ETS exam Embedded assessments— COB capstone course (MGT 4520)</p>
<p>OUTCOME B A COB student must possess in-depth knowledge of his or her discipline and use this disciplinary knowledge to solve business problems.</p>	<ol style="list-style-type: none"> 1. Comprehends the key concepts of the major field of study. 2. Generates solutions to problems in the major field of study. 3. Uses resources efficiently and effectively to solve problems in the major field of study. 	<p>Exiting student survey Alumni survey ETS exam Embedded assessments within courses in major</p>
<p>OUTCOME C A COB student must possess the professional skills and personal attributes necessary for a successful career in their chosen field.</p>	<ol style="list-style-type: none"> 1. Communicates effectively in writing. 2. Communicates effectively using verbal and nonverbal means. 3. Works effectively in teams (listens, leads, contributes). 4. Uses technology effectively. 5. Uses self-reflection and commits to life-long learning. 	<p>Current student survey Exiting student survey Embedded assessments within courses in major</p>